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THE Publishers' Weekly

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STARS *to* STEER BY

LIKE mariners on the high seas, the book-sellers of America must look to the stars to plot the course of public preference. The time is one of magnificent constellations, aglow with clusters of the first magnitude like *Sergeant Grischa, Elizabeth and Essex, All Quiet on the Western Front*, and *Henry The Eighth*. In a year illumined by such Olympian splendors, it is a special satisfaction to *The Inner Sanctum* to have associated with its name a few stars that have been firmly "fixed" in the minds and hearts of the book-sellers and book-critics of America—not to mention hundreds of thousands of book-buyers.

Even if it were never a best-seller, *The Art of Thinking* would be a glorious beacon-light to all who buy it, all who sell it, all who read it. ABBÉ DIMNET's book is about to enter its second hundred thousand, and continues its spectacular sales curve at the rate of more than three thousand copies a week, duplicating the historic performance of *The Story of Philosophy*. . . Not far behind is WILL DURANT's new book *The Mansions of Philosophy*, a winged tour of the infinite for the adventuring mind . . . A third best-seller is that myriad treasury of thrilling impossibilities, amply proved in prose and pictures, *Believe It Or Not!*, by ROBERT L. RIPLEY, ransacker of continents. . .

Itself worthy of RIPLEY's irresistible phrase is the sales chart of a two-volume $5.00 novel by JOHN COWPER POWYS, *Wolf Solent*—compared with the immortals both here and abroad, and, though clearly a book for the years, in sheer trade momentum outstripping many a book for the hammocks. . .

Then there is the most discussed book of the season, *The Cradle of the Deep*, continuing to lash best-seller records to the mast. . . Also aglow in this galaxy of best-sellers—again you may believe it or not, but BAKER AND TAYLOR and R. R. BOWKER never lie—is *Cross Word Puzzle Book Series Twelve*, still proclaiming to the entire chequered universe that the first million copies were the hardest.

It is written in the stars—and in the daily order records—that these books are all destined for big things this Fall and this Christmas, and they will be promoted and advertised accordingly. In an early issue of *Publishers' Weekly, The Inner Sanctum* will chart a few forthcoming constellations from its new Fall and Winter publication schedules. . . . . *more stars to steer by* . . . . . .

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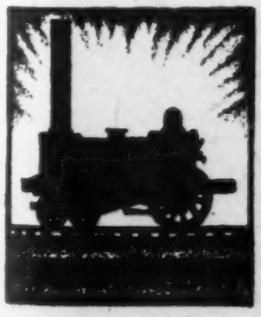

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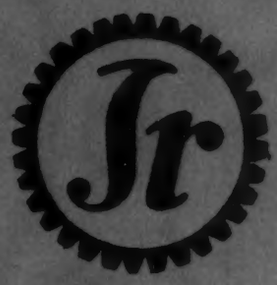

. BOOKS .

1929

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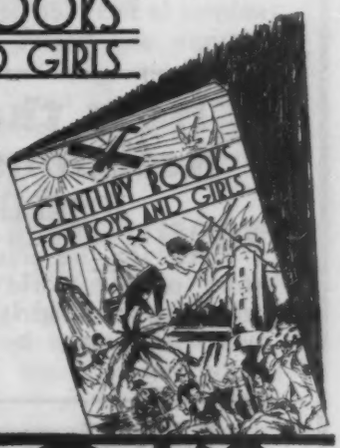

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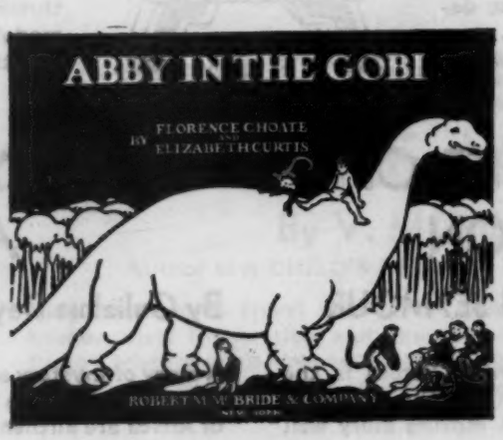

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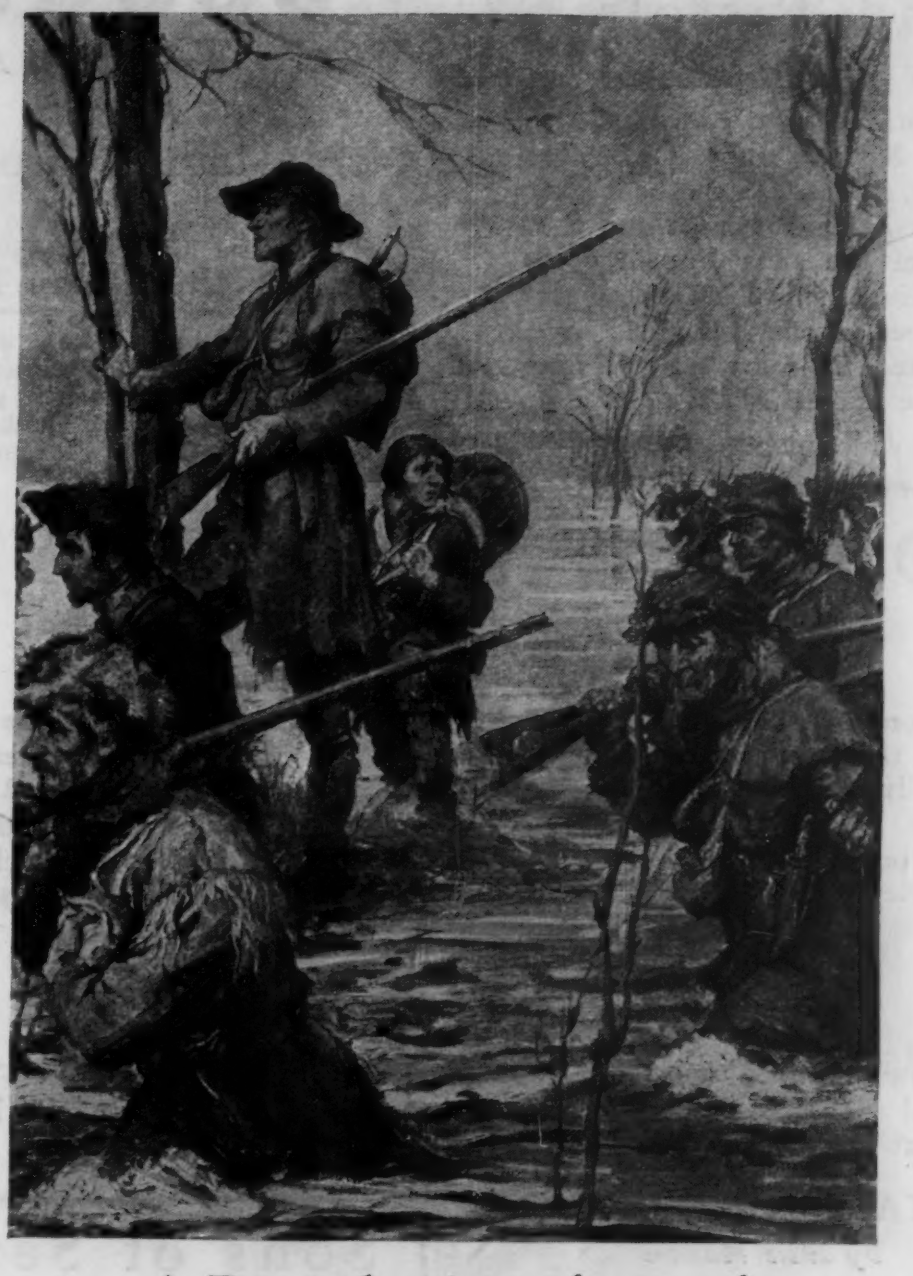

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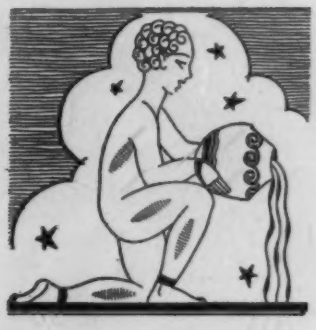

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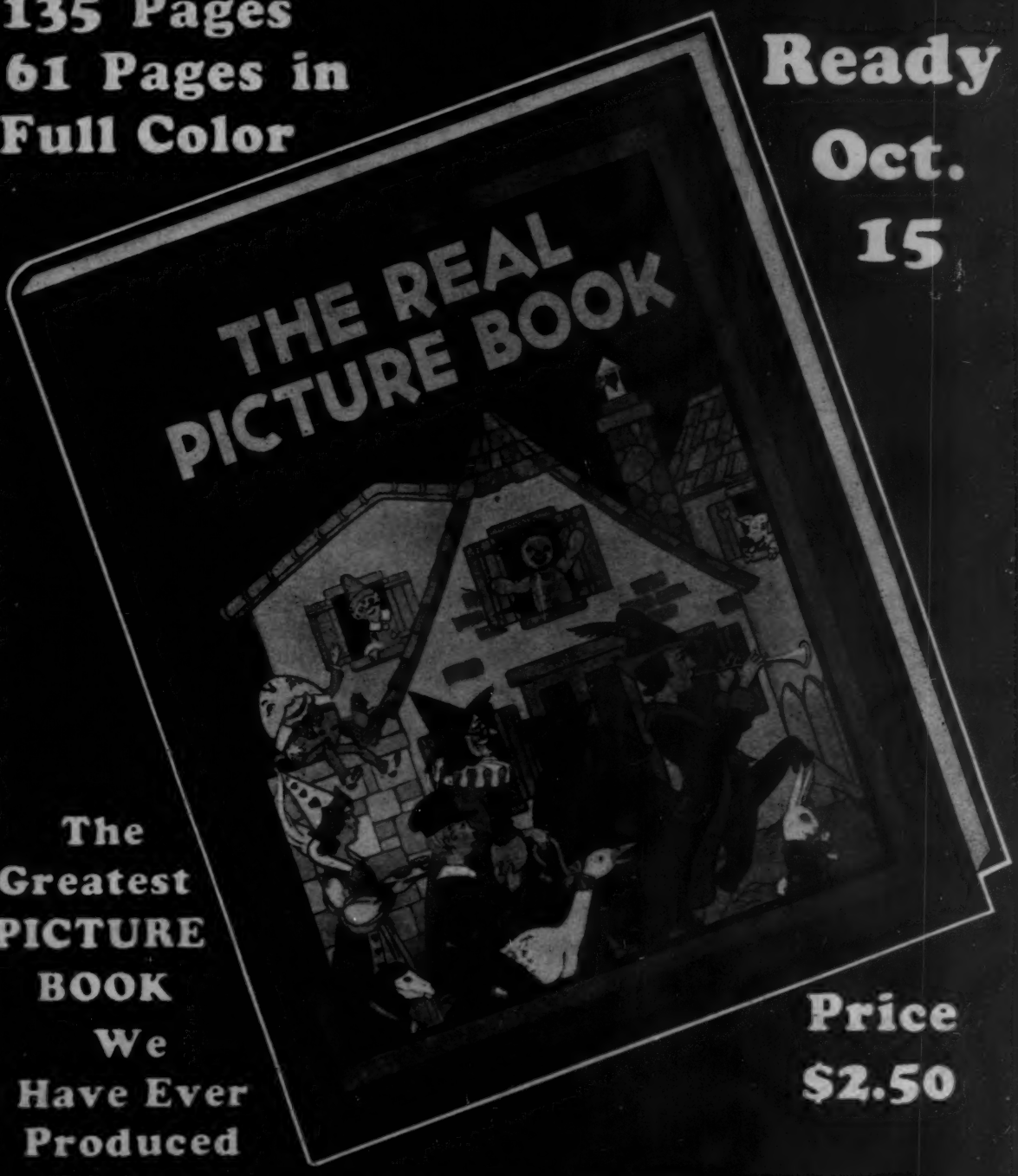

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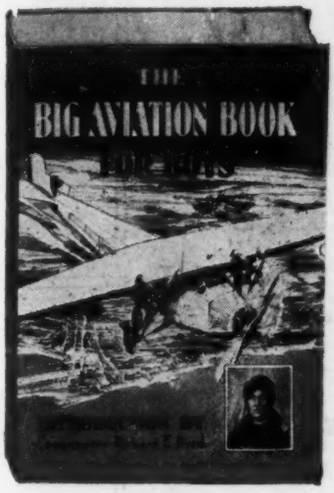

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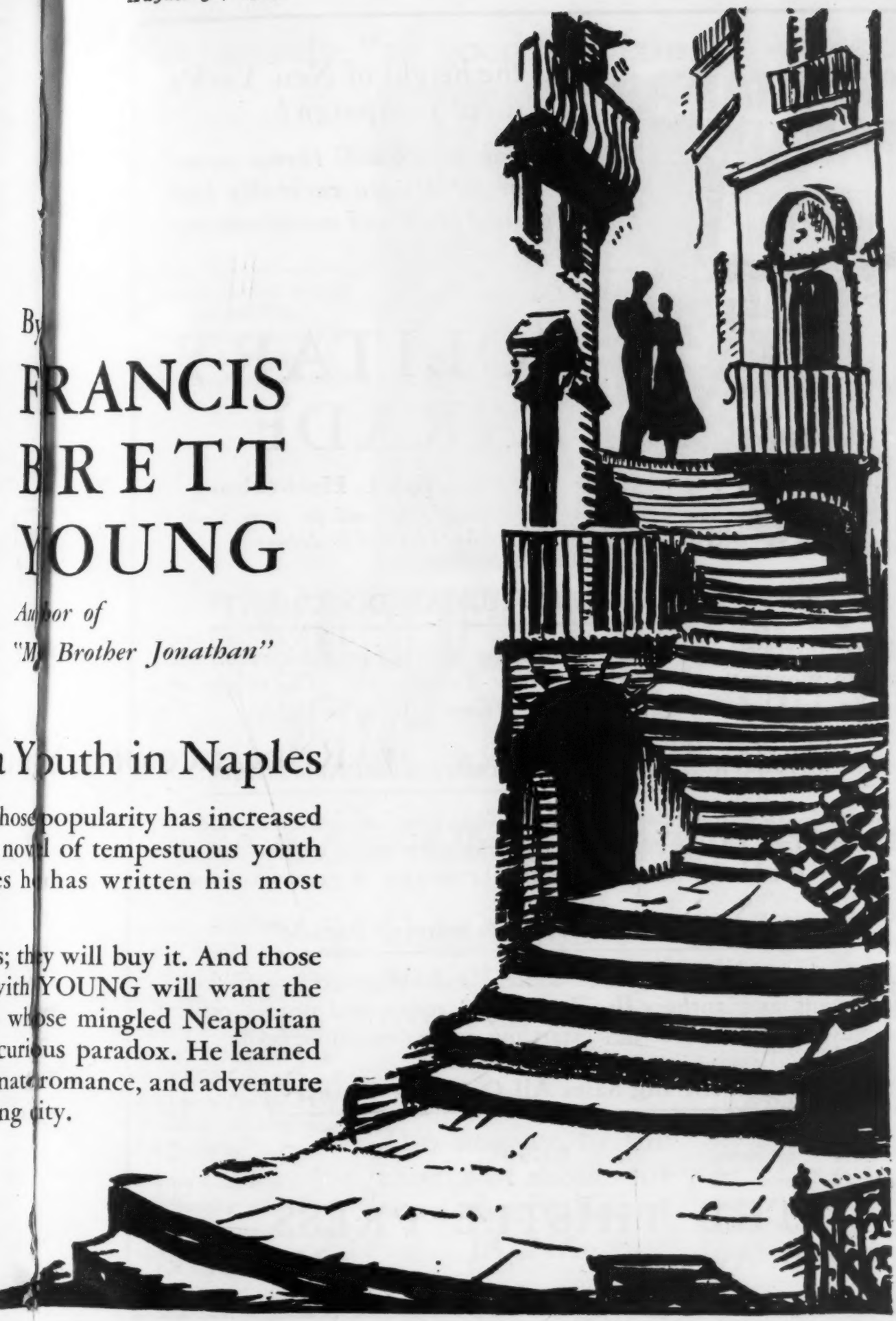

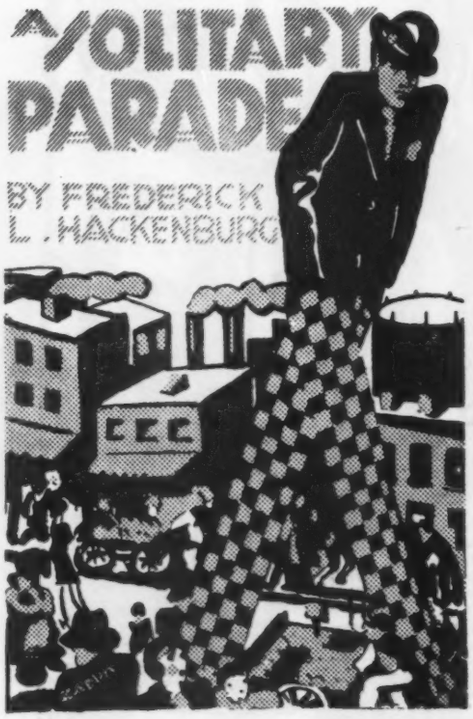

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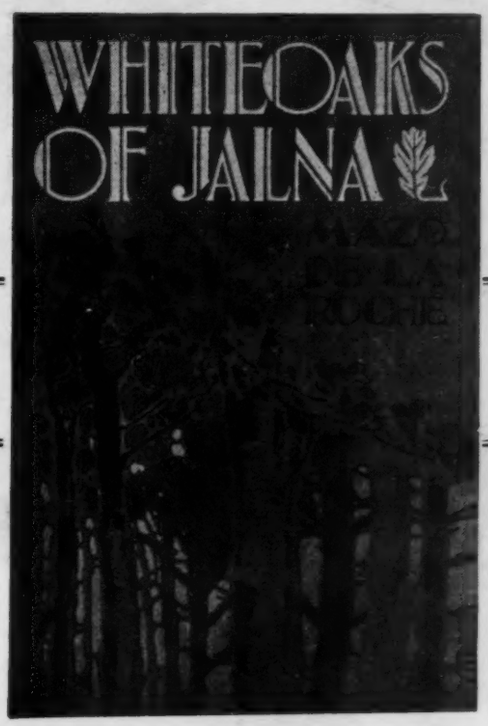

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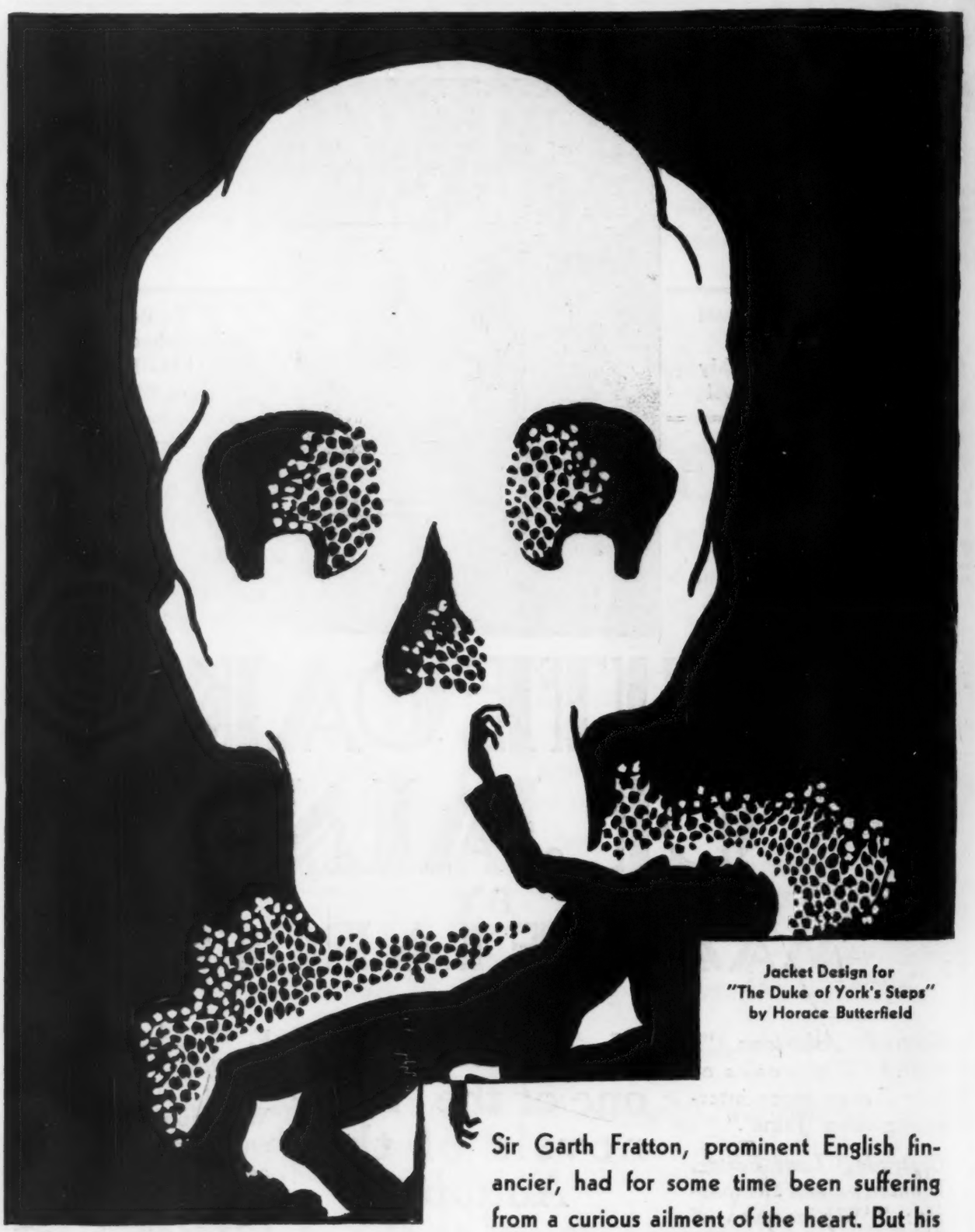

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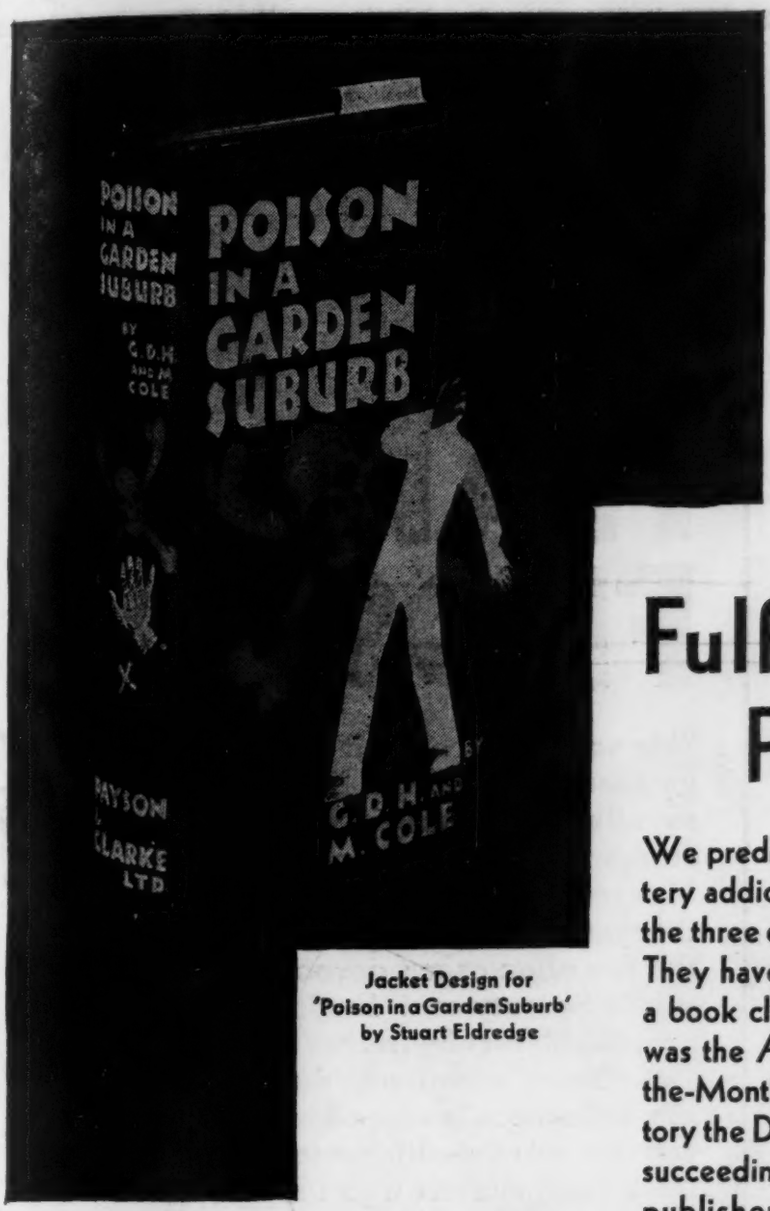

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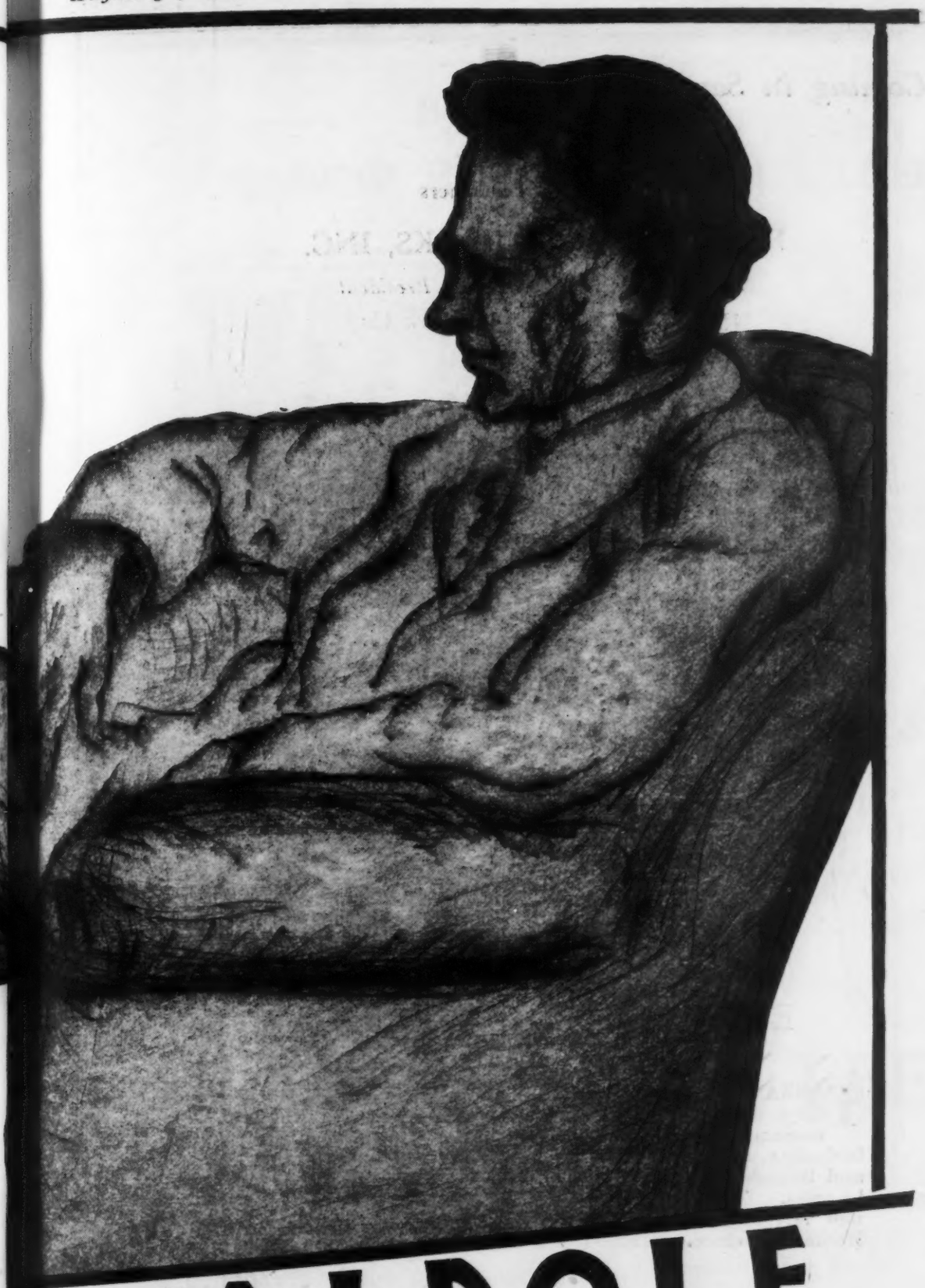

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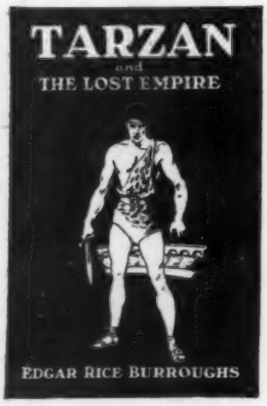

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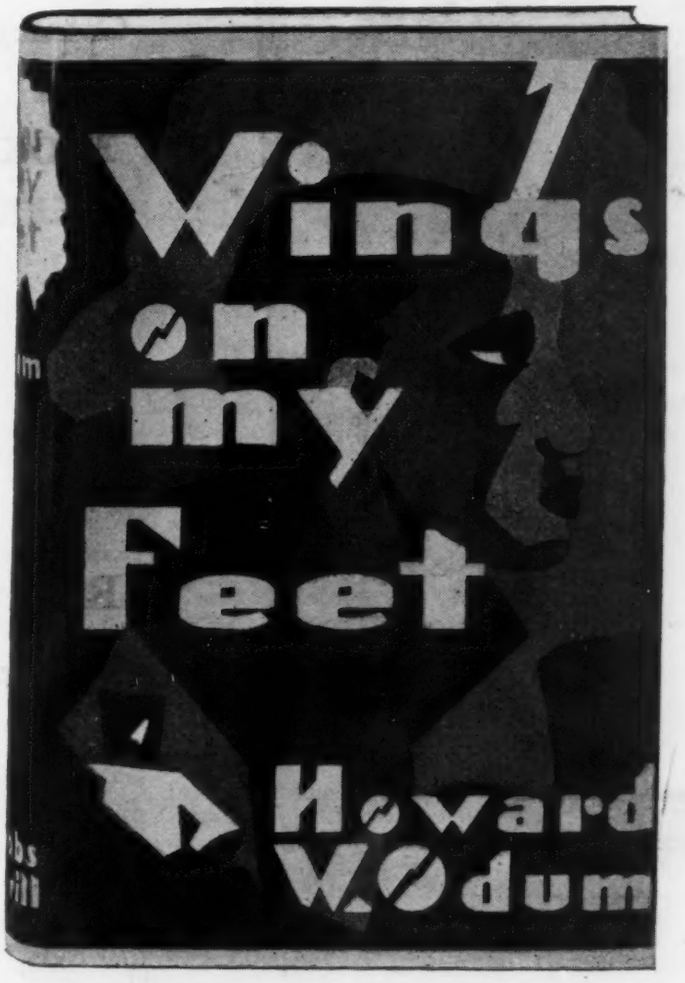

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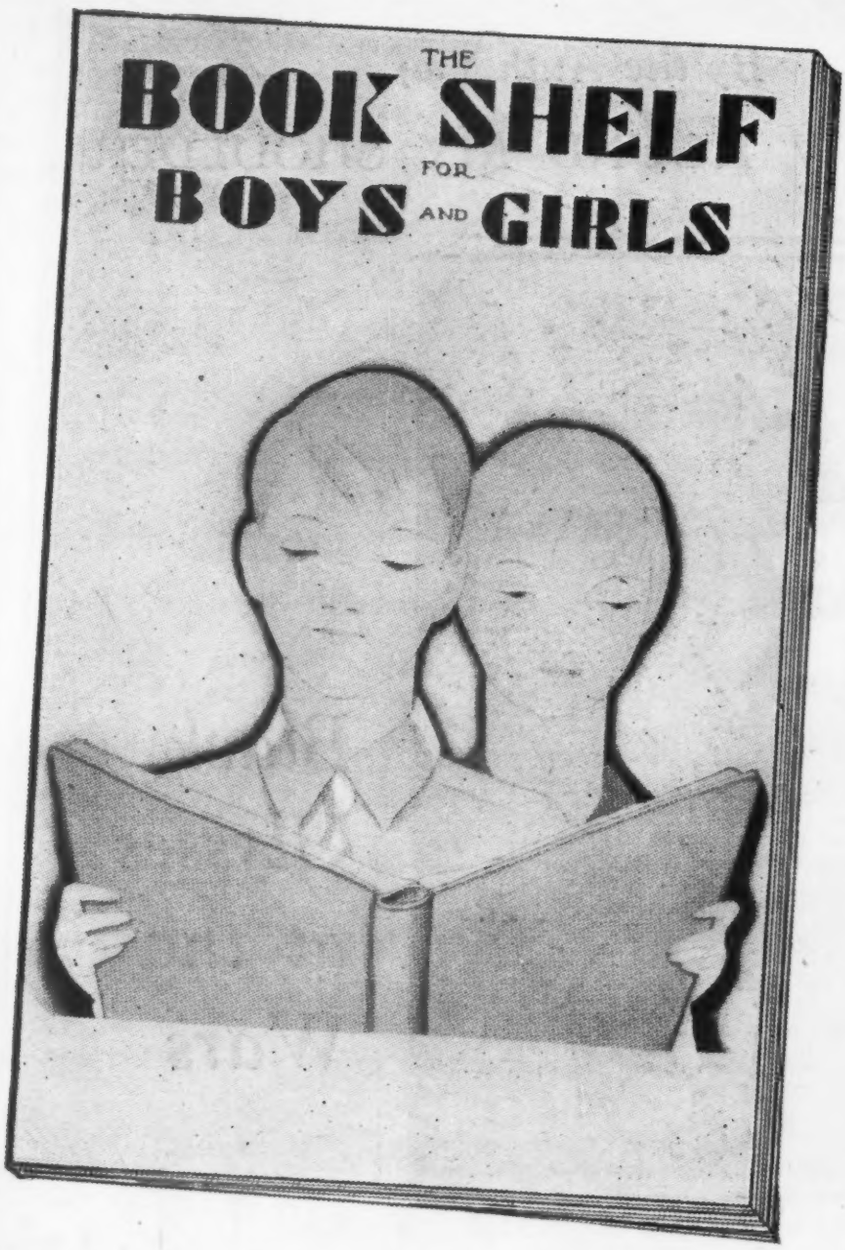

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Heywood Broun in reviewing "All Quiet on the Western Front" said: "I think somebody might well write a book about the casualties which occurred beyond the range of the guns. It is an excellent thing for us to remember the vast and insidious destruction which went to the roots of every warring country." That novel has been written. It does for the front along which the women and children and elders fought what "All Quiet" did for the trench front.

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 31, 1929

Who's Your Competitor?

A Common Fallacy In Book Merchandising, As In Other Industries, Is the Idea That an Individual Firm In the Same Industry Is the Big Competitor. Mr. Claudy Presents a More Intelligent View-Point

Carl H. Claudy

THE Bureau of Standards is concerned not only with such matters as testing thermometers, tearing apart steel bars, standardizing electric lights and investigating abstruse problems of mathematics and optics, but also in problems of management, economy, elimination of waste and production of greater profits in business.

Ray M. Hudson, Assistant Director of the Bureau of Standards, has put a most important matter before the book trades, as well as other businesses, in bringing to the attention of the country the undoubted fact that all businesses compete for their share of the consumer's dollar not only with others in their own line, but with other businesses.

This is a matter which may well engage the attention of the publishing industry, since, to a very large extent, all its effort is made, and all its advertising done, to attract business already existing, to get the lion's share of the book buyer's dollar. Very little if any effort is made to get a share of the automobile, radio, movie, jewelry or other luxury dollar.

Mr. Hudson recently stated, in part, before the railroad Association at Tacoma, Washington:—

"One big lesson which American industry learned out of the depression of 1921 and 1922 is that mass production must be supported by mass buying, which, in turn, is dependent on mass distribution.

"Industry found to its sorrow that quality output, without full regard for the public's ability to buy, to absorb or consume, was wasteful and costly, and highly unprofitable.

"In consequence, there has been almost a complete reversal of managerial policy from the old program of making the goods first and finding a market for them afterwards, to the new program which calls for a complete knowledge of the market first, and then producing the kind, character, and quality of goods that market wants or will absorb.

"What the public wants — and how much it wants of any one class of goods —is indicated by the goods and services for which it spends its money. The heaviest competition today is between commodities and the industries producing them; not between the individual firms in the same industry.

"The clothing industry, the shoemakers, and the hat manufacturers consider the automobile as their chief competitor. The phonograph and the radio compete with the movies for your evening hours. Candy is battling with cigarettes—so are cigars.

"The automobile industry urges you to buy the second car; the plumbers urge you to put in the second bath. The build-

ing materials and the paint industries offer you the chance to modernize your home on the instalment plan. Apartment building competes with home building.

"All these examples indicate the new competition and the sharper struggle for the customer's dollar. The more farsighted firms and industries are studying consumer purchasing power at home and abroad, and tracing it clear back to its prime source; then determining how much of that dollar is theirs, and laying plans to capture it.

"In this new program greater attention is being given to merchandising as an art and as a science."

The advertising sections of the quality group magazines show how far from recognizing these conditions are many book publishers. As if by right, intent and desire, publishers' announcements of new books all appear in a well-recognized "Book Section."

Book lovers turn to this section as naturally as ducks run to water.

But automobile buyers, radio purchasers and movie fans never think of it!

Books compete with movies, radios, automobiles, country clubs, boats, airplanes and golf! True, the lover of a serious book on travel, biography, history, sociology, science or art, cannot be satisfied either by the detective novel thriller, or the appeal of a motor boat or a golf ball!

But the majority of readers buy the lighter forms of literature; it is only occasionally that "The Story of Philosophy" outsells "The Murders in Murder Row."

Mr. Hudson makes the point, by inference, if not by statement, that the book industry as a whole should devote some attention to competing in advertising and selling with other lines of goods; not all its attention to get the lion's share of the already existing demand.

"Say it with flowers" sells any florist's blossoms; not just John Smith's posies.

"Take a camera with you on your vacation" is not only advertising for the Eastman Kodak Company but for all makers of cameras.

What the booktrade needs, according to an analysis of Mr. Hudson's remarks, is more an invasion into the fields of other manufacturers of those factors of modern life which people buy to raise their standards of living. More advertising of books as books, rather than of individual volumes; more lure for the spender of money to adventure in an easy chair by a fireside, instead of attempts to persuade him already ensconced therein to buy *my* book instead of *your* book!

Mr. Hudson brought out other matters of interest to the booktrade; he spoke of manufacturers of ships and shoes and sealing wax and the growers of cabbages and kings, but what he said applies as well to publishers.

He continued:

"In our contacts with over three hundred commodity lines, we have found it generally to be true that 80 per cent of the year's business is done in 20 per cent of the varieties in which the commodity is offered to the trade. It is the remaining eight per cent of variety, which produces but 20 per cent of the year's business, that is the cause of excessive inventory, slow turnover, waste, and decreased profits.

"Simplification is concentration on the varieties in most common demand. Their

THE Bureau of Standards has turned its attention not only to testing thermometers and standardizing electric lights, but also to problems of production management of the nation's industries. Roy M. Hudson, Assistant Director of the Bureau, has made the point that the book industry should devote some attention to competing in advertising and selling with other lines of merchandise. More advertising of books as books instead of the usual boosting of individual titles constitutes the more far-sighted approach to modern book advertising. It is interesting to note that the new method in cooperative advertising worked out by the A.B.A. and to be put into practice in Pittsburgh and Cleveland is in direct line with this governmental suggestion—where the appeal to the spender is made first by featuring books and not by featuring this book or that book.

popularity is usually evidence that their quality is right—the price is fair—and that they give service, value, and satisfaction to their purchasers.

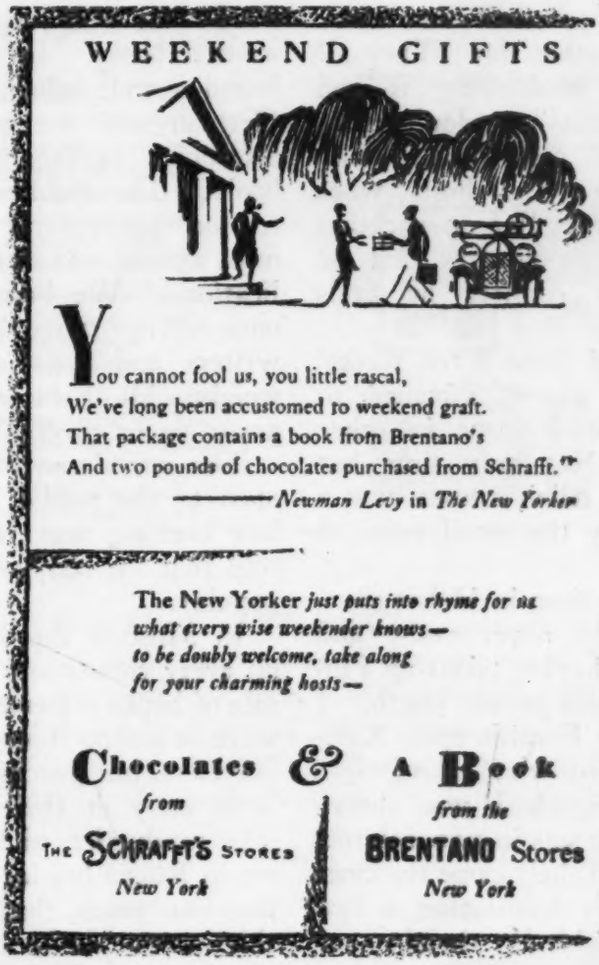
"To date we have helped over 120 industries to simplify and standardize their products.

"The lines include hardware and mill supplies, plumbing supplies, building materials, hospital and institutional supplies; items for homes, hotels and schools, textile products, automotive accessories, dairy supplies, commercial forms and documents, bank checks and so on.

"That industry finds benefit in these programs is proved by the high percentage of adherence or conformance accorded the simplified practice recommendations and commercial standards applying to the various products."

Which pays the best—100,000 copies of one book, or 5,000 copies of twenty books? Let the publisher answer! Simplification can be practiced in publishing as well as in plumbing and building materials!

This is no argument against a large list, or of many books of small editions! It is an argument against spreading advertising of many books so thin that none of it is really effective. The publisher who uses, let us say, 100 pages of magazine space annually (a small amount) might much better halve his line and use fifty pages to sell the idea of books—not in the book columns (heaven forbid!) but in the advertising pages where the consumer's dollar is intrigued from the bookstore to the candy shop, the clothing-by-mail house, the electric toaster and the new radio tube.



Instead of concentrating on getting the lion's share of business already existing, the keynote of intelligent book merchandising should be the attempt to get a share of the "world's luxury dollar"; to use, say, half of an annual advertising space to sell the "idea of books"—not in the book columns, but in the advertising pages where the consumer's dollar is intrigued from the bookstore to the candy shop, the electric toaster and the radio tube.

The book business competes strenuously within itself for existing business—and does mighty little to increase that business by grabbing it away from other lines.

There has never been a time when this country was so "book conscious." There has never been a time when we had more money, or were more anxious to spend. Yet the booktrade—compared with other businesses cited by Mr. Hudson—continues to compete almost wholly within itself for existing business, and has yet to venture out in the marts of trade and fight for a larger share of the dollar now spent on radio, rouge and rubbish; motor cars, movies and mush; radios, ribbons and rot!

The money is there, the prospective readers are there, the opportunity is all around. But perhaps some book publisher will engage Mr. Ray Hudson as counsellor and show the rest of the publishing world how to take some of his market away from the "big business" manufacturer. He'll do it, let us hope, as soon as he gets a breathing space between his best sellers!

Vacationing in Russian Bookshops

Fjeril Hess

A CYNICAL bookseller in New York said to me the other day "They all say what fun bookselling is and how interesting, so that you don't mind the hard work and so on—it's all bunk, that's what it is." If it's all bunk, what is it that sends the bookseller on vacation snooping into all the bookstores that he can see in whatever country he finds himself?

I have just returned from a ten weeks' trip abroad and am almost ashamed to think how much time I spent in other people's bookstores. Not only time but money was spent and Allah knows how a bookseller hates to pay the retail price of a book.

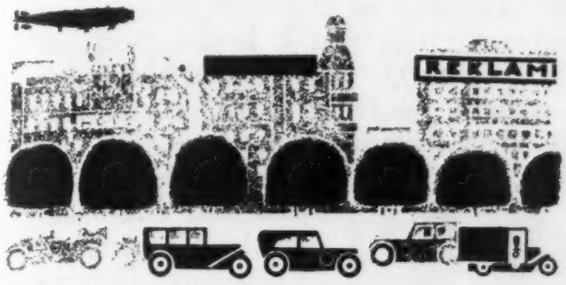
There was a certain shop in Helsingfors, Finland, that I could never resist and cursed myself for not having taken up Finnish or at least Swedish in my youth. I was interested in the Finnish epic, Kalevala, and when I asked what translations were available in English I was shown one or two large heavy sets in two volumes and finally from a high shelf came the compact Everyman Library translation, a new one on me. On the tables in the shop appeared handsome and attractive translations in paper covers of most of our best sellers, both fiction and non-fiction "With Lawrence in Arabia," "Elizabeth and Essex" and many others, also detective and western novels in paper, handsome books too. "All Quiet on the Western Front" appeared in all languages wherever we went, also well printed and attractive in paper.

The first day we were in Leningrad we saw a banner stretched across a street leading from the central boulevard, the 25th of October (former Nevski Prospect). With my slight but hard worked knowledge of Russian I saw that here was a Book Fair with a showing of books from all publishers. The entire street for a block had been shut off and booths set up in two parallel rows with each booth devoted to the books of one publishing group. Palaces of the Czars and innovations of the Soviets were forgotten as the Bookseller scented books. In one of the booths we found a well informed woman who spoke German and we spent the most of the afternoon exchanging information about books. The children's books held our attention particularly as they seemed the most artistic and interesting of all the publications. We bought a number of the ones representative of the work of the best writers and artists as they are light in weight. All of the younger children's books are in paper covers, and ridiculously cheap.

The attendance at this Fair, which was open to the public from early noon until late evening was remarkable. We were told that the fair, held once a year, is very popular.

In Moscow there seem to be bookstores on every corner and we were told that the sale of books is tremendous. Every time we were in a shop it seemed full of people, not browsers, but purchasers and I confess to a little envy at this summer time activity. The production of books and printed matter in Russia has increased so greatly in the last four years, that the graphic picture of this increase is hard to believe. I haven't the figures at hand but it seemed to me an impossible amount.

In Moscow I asked for an interview with Jacob Meksin of the Children's Book Department of the State Publishing Bureau and had instead of an interview a most delightful and helpful visit. Mr. Meksin is the author of dozens of children's books and probably knows more about children's books in Soviet Russia than any other person. Also his private collection of children's books through the ages is a very valuable and fascinating one. His favorite illustrator, especially for his own work, is Kuzntzov, a peasant artist of remarkable talent. Mr. Kuzntzov has had only a middle school education and no art training whatsoever and it is only in the last five years that he has worked as an illustrator. He is now recognized as one of the best in Moscow. Mr. Meksin told me that



4

Идет берлинский почтальон,
Последней почтой нагружен.

Одет таким он франтом:
Фуражка с красным кантом,
На куртке пуговицы в ряд
Как электричество горят,
И выглажены брюки
По правилам науки.

Кругом прохожие спешат,
Машины шинами шуршат,
Бензину не жалея,
По Липовой аллее.

Заходит в двери почтальон
Швейцару толстому — поклон.
— Письмо для Герр Житкова
Из номера шестого!
— Вчера в одиннадцать часов
Уехал в Англию Житков!

Дама сдавала в багаж:

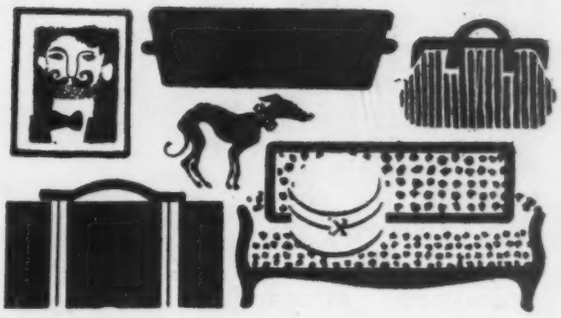
Диван,

Чемодан,

Саквояж,

Картину, корзину, картонку

И маленькую собачонку.



Russian picture books, as Miss Hess and Miss Abel found on their visits to the government bookstalls, are both plentiful and cheap. The younger children are particularly well served and the illustrations are clever and colorful. These black and white reproductions do not catch the liveliness of the originals. Miss Hess, who writes of this Russian book hunt, is herself the author of a colorful new Macmillan book with the background of Czechoslovakia, "The Magic Switch"

да попал к гусям:
пошли гуси сычать,
Ване ноги щипать.
Побег от них Ваня, да в баню,
а в бане на полке
старый дед в уголке:
— Здравствуй, — говорит, — Ванятка,
вот тебе гостинчик, натка.—
Да как вспрыснет Ваню березой,
чтоб по бане не елозил.

Kuzntzov, who is now 38 years old, likens himself to the man in the old Russian legend who sat still for thirty-three years doing nothing; when he finally moved he became a hero. For thirty-three years Kuzntzov was peasant and small post office clerk and in five years time has become famous.

There seem to be many artists whose talents are in the service of the government in the illustration of children's books. No use of their talent is considered more important than in the realm of the children. Following are a few of the most prominent artists whose names are found on the best of the books for little folks: Konashevitz, Lebedev, Ushinsky, Kuzntzov, Kupreyanov, Turka and Bianky. The last named is one of the best of the Russian naturalists. Fairy tales and legends are being put into the background in favor of educational books, graphic representations of how things are made and even books for the young on the first principles of the Republic.

Barbara Abel, publisher, and Fjeril Hess, bookseller, who summered in Russia

To my great delight, however, in the Leningrad Book Fair I was handed an interesting looking book with the information that here was a new edition of one of the old Russian Skazki. Upon opening it I recognized the familiar opening lines of "The Humped-Back Horse" upon which old story I cut my Russian eye-teeth and learned dozens of lines in Russian of this famous old tale in verse. I straightway began to reel off several stanzas to the delight and amusement of the curious booth tenders and patrons. There is, by the way, a splendid prose translation, very well illustrated, of this story published by Farrar.

In Kiev we talked at length with a well known translator of children's books. She lamented the fact that it is so difficult to find the right type of book to translate for the modern needs of Russian children. Practical, instructive things are the only ones which seem to pass the censorship of the Government Publishing Department in Moscow. She said that perhaps out of fifteen possibilities that she may have selected, only one, or none, will be chosen. For instance, the Mukerji books, "Gay Neck" and "Ghond, the Hunter" which are so popular in this country, have been found to be too mystical for Russian children. "They are charming," the translator said, "but for us, too hazy, too indefinite."

Certainly in no other country except Russia did we find such definite combination of good work and small price in children's books, but then it is Russia's boast that it is the children who count. Also the author and illustrator are not paid on the royalty basis which probably has something to do with the price.

As far as I could discover, and I looked pretty thoroughly into the matter, the de luxe book does not exist in Soviet Russia. It must be a relief not to have to sigh over a beautiful edition that is quite beyond one's reach. Our American fashion of having not one but sometimes three editions of quite commonplace books looks a little silly when put side by side with the European fashion of making good looking paper covered books at a price within everyone's reach. The Bookseller on Vacation however, is apt to see more of the philosophy of reading and less of the philosophy of business.

Stock Orders and the Budget

Franklin W. Watts
The Geo. Innes Co., Wichita, Kansas

ALL booksellers are convinced of the value of keeping the wanted titles in stock. We also have learned the embarrassment in having too many new books on hand and of having no money to spend for books that we have proved will sell in our stores or departments. The successful book stores all pay very careful attention to stock and keep the wanted titles always in stock. This article will discuss a theory that should help the buyer anticipate his stock needs and to provide for them in the budget. As far as is known this is the first time this theory has been propounded.

We all know that the proportion of stock orders to orders for new titles is large. Is there a fixed ratio of stock orders to new book orders? If there is, what of it?

"New books" is defined as any title added for the first time. Any reorder within a month of stocking is also under the same heading. Any new format or price of a title is the same as a "new book." A "stock item" is any title that is reordered after a month's time. An analysis of our purchases shows that 64 per cent of our purchases are stock purchases and 36 per cent new book purchases. The ratio will vary in different stores.

An analysis of the ratio of any given store is very important, for in planning a season's buying program a definite sum must be appropriated for reorders. Let us assume as a matter of illustration that in one month $3000 worth of business (at retail) is planned. The stock is at the level that should be maintained. With a ratio of 2 to 1 it is obvious that approximately $2000 must be appropriated to fill stock needs. This leaves $1000 to care for all new titles and reorders during the first month of stocking.

What is the value of knowing the ratio? If this is not known then there will be no way of telling whether a department is going to be overstocked or understocked. One situation is as bad as the other. If too much is appropriated for stock purchases there will not be a large enough selection of new titles. On the other hand a store has a good selection of new titles but is lacking in wanted stock items.

One such instance came forcibly to my attention in this manner. I went into a store at the time when "Trader Horn" was just at the beginning of its spectacular sales career. Everyone in the trade could realize its possibilities. The buyer was a man who operated on a purchase budget given him by his superiors. The budget simply stated that purchases for such a month could only be so much. The manager had tied up his entire purchases in new books. He could not reorder "Trader Horn" in more than 5's because he had piles of 100's of some novels that the trade has since forgotten. This is an extreme though true example. The same buyer always was in the same hot water. One time I was told he had to cut his purchases of reorders of the *Novels of Distinction* and other *Grosset* titles for the same reason. His difficulty was due partly to his lack of common sense but to a great degree also to his superiors, who had never divided his budget into reorders and new titles. He imagined he had twice as much to spend on new books each month as he did.

Of course, in utilizing business principles too many of us read an article like this and take it for gospel. The theory presented in this article is given to show the important aspect of reorders and the necessity of planning for them. In some months there is a profusion of new titles that will have a certain sale. In other months only a few good titles are issued. It would be foolhardy to spend as much for new books in a poor month as in a good month. The chief value to be derived from knowing the fixed ratio is to realize that there will be inevitable reorders of a certain amount. These must be provided for or a poor stock will result. If every buyer of books will provide in his budget for these books the bookbusiness will be healthier.

American Firsts

The Rapid Rise of Collecting Interest Has Stimulated Booksales for Rare Book Dealers

Frederick M. Hopkins

THE rapid rise in values of the first editions of American authors, evidence of which is furnished constantly in the catalogs that come from the booksellers, is one of the extraordinary developments of a comparatively short period. In the Rare Book Number of the *Publishers' Weekly* of November 15, 1924, the development of interest in American first editions was traced in a special article. The outstanding landmarks were the Leon & Brother catalog of 1885, when 90 per cent of its items were priced for $2.50 or less; the sale of the Charles B. Foote collection, in 1894, which attracted wide attention; the sale of the William Harris Arnold collection in 1901 which showed strong general advances; the sale of the J. Chester Chamberlain collection in 1909 with occasional advances; and then after a long period of neglect, the sale of the Stephen L. Wakeman collection in 1923, remarkable for its completeness and for its association items of Bryant, Emerson, Hawthorne, Holmes, Longfellow, Lowell, Poe, Thoreau, and Whittier, which showed the most remarkable rise in values of the first editions of all of these authors.

In the Wakeman sale a single first edition of Poe brought more than the entire Foote collection; two first editions of Poe sold for more than the entire Arnold collection; and a small group of Poe items more than the entire Chamberlain collection. The first editions in this sale brought $67,586, more than the first editions of Foote, Maier, Arnold, Pyser, Chamberlain and Wallace collections combined, with many thousands of dollars to spare. This bibliographical event occurred only about five years ago, but, in the short period since, there has been a constant succession of new high records, and another Wakeman collection would probably bring two or three times as much as it did in 1923.

James F. Drake was quick to see the significance of the Wakeman new high records. In a catalog issued in the fall of 1924, in a "Foreword" contributed by W. N. C. Carleton, among other things he said: "American literature is a late comer in the collecting world; it does not as yet dominate the market or a host of collectors. But history is sure to repeat itself with respect to American first editions. Time is on their side. Interest in them is certain to increase with the passage of the years; the number of choice copies of outstanding items will inevitably decrease and their costliness increase. And in the not distant future, literary historians will be studying them as the "incunabula" of American literature, the first fruits of the creative spirit in the great western Republic." This prophecy was quick of fulfillment. The growing scarcity of fine copies of American first editions is an outstanding fact. The rise in values furnishes a constant succession of sensational records. The "literary historians" have just established their medium for "studying" the "incunabula of American literature, the first fruits of the creative spirit in the great western Republic."

Mr. Carleton had more to say of the "enviable models" on which collectors had concentrated their attention since the publication of the Leon catalog: "Bryant's poetry still holds its charm through dignity and simplicity that individualizes and gives it distinction. Emerson's university is as strong today as ever; his note of intellectual rebellion is as modern as that of H. L. Mencken. 'The art of Hawthorne,' says a critic, 'announces that civilization has dawned upon Calvanistic barbarism of our Colonial ancestors.' Holmes retains his unique, unchallenged position; his combination of logic and fantasy makes his work a perpetual delight. Longfellow continues

to express and to solace thousands of hearts. Lowell's "Biglow Papers" no rivals. "As occasional poems," says John Macy, they have wings that lift them above occasion to immortality." Poe, alone of American poets, has been accepted by all the poets of the world. Thoreau heralds the modern cult of the open air. Whittier remains one of the world's most authentic voices of freedom and the perfect portrayer of the New England landscape. These points indicate the literary immortality of the authors, the justification of the high regard in which they are held by all who possess broad culture. But, in addition, the collector of their first editions finds also the enduring fascination of bibliographical differences, of variant texts and issues, of physical divergences, and the thrill of some precious association feature. To him falls the fullest knowledge and experience of the men who created American literature. Assuredly, whoever has not yet explored the region of American "firsts" has still ahead of him rich sport in a charming bibliographical field and the inspiration of direct contact with a high order of literature." These are the points of view today, after the concentration of many minds on this field of collecting, for several years. Mr. Carleton stated the case as well in 1924 as it can be done today.

The writer in an article written at this time said: "James F. Drake was the first among American dealers to foresee the present great interest in modern first editions and to take advantage of it. If I had any doubt of the revival and growth of interest in these early American authors this catalog would overcome it. But the record as it stands should make the collector pause and think. In February, 1919, in the Halsey sale, a first edition of Poe's Tamerlane, brought $11,600 and was bought by a dealer for stock. In the Hoe sale, in 1911-12, there were only six printed books among rarities of all periods since the dawn of printing, representing nearly $2,000,000 in auction value, that brought more than Tamerlane. These were: the Gutenberg Bible, vellum copy, $50,000; the same on paper, $27,500; The Knight of the Swanne, $21,000; Malory's Morte d'Arthur, $42,800; the book of St. Albans, $27,500; and the First Folio of Shakespeare, $13,000. Among all modern authors, of all lands, in a catalog of 14,588 items, in this most valuable of private libraries, there was not a single item that brought as much in 1911-12 as Tamerlane brought in 1919. This comparison is only that of a single item, but it is a severe one and its meaning is unmistakable." In the ten years that have passed, Tamerlane has made a new high record, more than doubling in value. Judged again by the severest of tests it more than holds its ground.

The increase in values in recent years has not been confined to a small group of distinguished American authors of the last century, the appraisal of whose writings is secure, and the demand for their first editions, certain. Interest has not only been intensified but broadened. The number of American authors now interesting the collecting world has increased many times since the Wakeman sale. Bibliographical information is being gathered, relative scarcity is being studied, literary appraisal is steadily going on, and this still remains a day of opportunity for the studious, thinking, foresighted collector.

Six years ago it was said that "this is the best time collectors will ever have to secure the rarities of these New England authors. When it becomes the fashion to collect them, as it soon will, the ordinary book lover will have slim chances." It requires a fortune today to make collections of the authors that distinguished the catalogs of Arnold, Chamberlain and Wakeman. The day for collecting them has passed for the ordinary book lover. There are other authors and there still are opportunities, but the collector will have to think accurately and act quickly. The number interested in this field is increasing rapidly, and they possess the American characteristics, determination and desire for success. It will be great sport to win in such a field and with such a multitude of keen competitors.

THE Publishers' Weekly
The American Book Trade Journal
Founded by F. Leypoldt
EDITORS
R. R. Bowker F. G. Melcher

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August 31, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Budgeting for 25% Increase

EXACT records of the total sales of children's books are not to be had, but it has been estimated, with probable accuracy, that the number of children's books produced and sold in this country has doubled in less than ten years, that is that there has been at least a 10% increase each year in the sales. It is the general belief that this rate of increase will reach an even higher point this year.

The public is more interested in children's books than ever before, the new output is of outstanding character, judging by a careful examination of the books that are issuing from the presses and the announcements such as are indexed in this number of the *Publishers' Weekly*. With this opportunity before the trade, it seems a practical suggestion for booksellers to budget the children's book department for a full 25% increase this year, to check up the total of last year's sales by sales records and to give the department of children's books a quota for each month which will, by January 1st, show the 25% increase. This figure we believe in most cases will be attained. By having such a budget, the department will know each week and each month just what is expected of it. The publicity and display methods will be attuned to reach this aggregate, and, as sales possibilities of September and October are tried out, the management will know just what can be done with November and December and will accumulate stock accordingly.

If such a program should be laid out in all the well-managed shops of the country, the trade would be taking full advantage of a real opportunity that is being offered, the opportunity to bring into the homes of the country a more liberal supply of good reading for children from the remarkable selection of books that has been prepared this year.

Why These Tariff Changes?

FOR two reasons the booktrade may well distrust the effects of the new tariff bill as reported by the Senate.

First, it has adopted the so-called United States method for evaluation of imports. That is, the duties on books will be levied, not on the English wholesale price, but on an American wholesale price which at the moment of entry does not exist. How would this work out on an importation of 500 copies of an English 8s. book bound in cloth? The duty of 15% is levied now, not on the purchase price of about 80 c. which duty would be ample to protect labor interests here, but on the English wholesale price of $1.33, i.e. a 20 c. duty on a volume that probably cost 30 c. to manufacture. It is now proposed in the Senate bill that this 20 c. shall be increased and in this way. It can be supposed that an English 8s. book cannot be sold over here in small lots at less than $2.75, on which the American wholesale price would be $1.75, so the 15% must be levied on $1.75, or 26¼ c., or a 30% increase on the present duties and a 33% duty on the 80 c. which the importing publisher actually paid for the book.

Secondly, the Senate bill, like the House bill, increases the area of censorship. In fact the Senate bill makes things worse. The new clause on prohibitions against importations reads:

"Any book, pamphlet, paper, writing, advertisement, circular, print, picture, or drawing containing any matter advocating or urging treason, insurrection or forcible resistence to any law of the United States, or containing any threat to take the life of or inflict bodily harm upon *any person within the United States*" (the last phrase

is a substitute for the House phrase of "the President of the United States").

This new censorship proposes to establish control by government officials over all kinds of literature of a political and social character. What scope for the professional reactionaries who will keep Washington busy with complaints! What will American libraries do if they try to keep up their collections of books, pamphlets and papers reflecting the present political evolution of Europe? As the Springfield *Republican* says, "What is treason; and what its sister sedition? There is no exact definition for either. One hundred and thirty years ago a customs officer might have kept out Rousseau's 'Social Contract'; and at any time in the past 50 years he could have excluded Marx's 'Capital' under this proposed statute."

The world of scholarship and of research is being threatened in Washington. The protests ought to be immediate and stinging.

The Vogue of the Mystery Story

THE tide of mystery and detective stories, which for years has been a sustained activity in all bookstores, has swept to great heights in the last few years fanned by outstanding successes in this field, new authors of ability coming to the front, general discussion on this subject in newspapers and periodicals, and active propaganda by publishers, clubs and bookstores. For many years crime stories have been a very much greater factor in English bookselling than in America, and those who have studied the subject believe there is no reason to feel that the trend of public interest here will very quickly subside, if rightly handled.

To a greater extent than in most fields of publishing the public judges mystery stories as a group rather than by the author's name or the publisher's imprint. Some authors have built up their personal following, but booksellers find that in most cases customers simply want to look over the new mystery stories and judge by title, appearance and sampling. This means the interests of all publishers are bound together in an unusual way. If the mystery story market subsides all will feel the effect. If the story fans decide that mystery stories are deteriorating they will stop buying from all publishers and not merely from buying the books of a single author or publisher.

During this calendar year there have already been over 200 detective mystery stories published. They are thick on the fall lists. This is more than the number of western stories issued at the height of their long continued popularity. It would be easy to start dissatisfaction among the fans by letting through into print stories that are not up to the publishers' best standard.

Publishers, one and all, must take special care not to put through carelessly written stories merely because the fever is on. To be sure, there is no recipe for a perfect mystery or detective story. It may be that it does not need character development or fine writing or an absolutely logical plot, but something of all these must be there and the publisher knows whether he is taking a book just to have another story or taking one because it measures up to his idea of what the public really wants.

The whole situation is an unusual example of how the health of one part of the industry is dependent on the action of the whole, and this discussion is raised because we believe the American booktrade must take the forward look in situations of this kind.

The public is hugely enjoying its newly awakened interest in crime stories. How shall publisher and bookseller best satisfy the demand without glutting the market?

As to a Club Agreement

FOR several weeks various interests in the world of books have been diligently working for a possible basis of agreement which might allow the trade more workable understandings in the field of Book Clubs. A definite proposal which had been found agreeable to the two principal clubs and to the booksellers was placed before the publishers, and a small representative committee spent most of the month in discussions and conferences over the features of the program. On Wednesday last this committee laid the details before a gathering of trade publishers. Every aspect of the program was given thorough consideration, but the meeting adjourned with the feeling that it would not be possible for the group to recommend that publishers undertake to work under the plan proposed.

To Honor Thomas Hardy

A FRIENDLY gesture of international interest in the book field is the announcement that A. Edward Newton has prepared and is about to publish on September 15th a beautifully printed book on "Thomas Hardy, Novelist or Poet?" An edition of 950 copies has been printed, of which a few have been reserved by the author for presentation and the balance are to be sold at $10. Mr. Newton's objective in handling the book in this way is to be able to contribute the entire proceeds to the committee in England which has charge of the erection of a suitable monument to Thomas Hardy on Egdon Heath or elsewhere. Every copy sold means a definite addition to the fund, and one collector, William J. Turner of Philadelphia, has, we are informed, paid $100 for a copy, in order that the fund may be by that much increased. The booktrade that has so many reasons for honoring Mr. Newton will be again indebted to him for thus pointing out a practical way through which a contribution can be made to this project. Mr. Newton's address where orders may be sent is 501 North 19th Street, Philadelphia.

Facts About the T. L. A.

THIS year's issue of the *Publishers' Trade List Annual,* the "Bible of the Booktrade," makes its 57th yearly appearance on scheduled date, August 31. It is, if anything, thicker than last year's volume, the bulk being 9 inches as against 8½ and it weighs just over 23 pounds against 22½ last year.

A glance over the long list of publishers represented, especially those contributing their own catalogs, shows the absence of six firms only who failed for one reason or another to send in their lists. These absent ones are: Beacon Press, Rae D. Henkle, International Publishers, John Murphy & Co. (whose catalog is inserted biennially) Orchard Press and Vanguard Press. On the other hand twenty-three firms, some new, some old, are represented this year who were not in the big book last year. These "newcomers" are

W. H. Anderson Co.
Bloch Publishing Co.
Jonathan Cape & Harrison Smith
Louis Carrier & Co.
Caxton Printers, Ltd.
A. H. Clark & Co.
F. S. Crofts & Co.
Oliver Ditson Co.
Farrar & Rinehart.
Fitzgerald Publishing Co.
Four Seas Co., Inc.
Samuel French
Laidlaw Bros.
C. V. Mosby Co.
W. W. Norton & Co.
James Pott & Co.
William Edwin Rudge
B. H. Sanborn & Co.
G. E. Stechert & Co.
Textile Publishing Co.
Harold Vinal
University of Illinois Press
University of Pennsylvania Press.

The Annual this year includes the catalogs and lists of 301 publishing houses, 171 with contributed catalogs and 130 with lists in the Supplementary Section on colored paper. This is the largest trade representation in its long career, as well as the greatest total pages, and heaviest in weight.

The increasing bulk of the book is fast nearing the saturation point. The utmost capacity of the largest smashing machine in any bindery is 9 inches, the exact bulk of the Annual this year. In order to keep the book within bounds, all publishers must use the thinnest possible paper, otherwise a two -volume format at a fifty percent increase in binding cost and in selling price will be inevitable. The demand is almost exclusively for the one-volume edition, because of its compact and complete format, whereas in two parts its usefulness would be seriously hampered. To keep the big book within bounds, catalogs on overweight paper will hereafter have to be rejected.

SPECIAL ARTICLES
on
BOOKS FOR BOYS AND GIRLS
PAGE 847

With complete author and title index to all the fall juveniles, a new service to subscribers.

English Booktrade News

From Our London Correspondent

German War Books

THERE is a feeling that the tremendous interest in translations of German war books has just about reached the highest peak. Of course, "All Quiet on the Western Front" has topped the most lofty pinnacle of this interest, and surely no other war book coming from Germany can ever hope to equal its stupendous success. Well over a million copies have been sold throughout the world, and the demand shows absolutely no sign of lessening. Naturally, there are many imitators, but they have fallen far short of the distinction of Erich Maria Remarque. Before long, no doubt, we shall get the big English book about the war, but it is not likely to be written in the same manner as the German books. Obviously, it cannot be. The most successful English war book, so far, is Edmund Blunden's "Undertones." This has been a definite success, and has gone into many editions. People are apt to forget, by the way, that earlier picture of the war—"Way of Revelation"—by Wilfrid Ewart, who met with so tragic an end in Mexico, a year or two since. Many thousands of copies of this have been sold, and there is still a regular demand for it. It is a vivid piece of work, and no historian of the future, when he is estimating the literature about the war, can ever leave it out of his calculations. A well informed regular contributor to "The Passing Show" about current happenings in the world of books, says: "Some publishers are confident that a big boom in war stories by British writers is only a matter of time. The demand, says a publisher, will come not mainly, or even considerably, from ex-service men, but from the younger generation who took no part in the hostilities. The boom may last for years." This is a somewhat venturesome statement. There is surely no evidence, at present anyhow, that those who did no fighting have the necessary imagination or experience to give us the great English book about the war.

The Foyle Brothers' new six-story building in London, to house the largest and most complete bookstore in the world

National Book Council

The National Book Council is running a half dozen lectures and demonstrations this Autumn. We have mentioned this before, and judging from the details that are now available, we should say that the series of six lectures will be extremely interesting. They will deal with the following subjects:

1. Exhibition Illustrative of the History of Printing.
2. Demonstration of the Craft of Paper Making.
3. The Founding of the Printing Types, and the Making of Monotype Machinery.
4. Book Printing of Distinctive Character.
5. Collotype, Halftone Blocks and other Processes.
6. Hand Binding from Repairing and Forwarding to Gilding & Furnishing.

The Popularity of Bookselling

Anyone who has a job with books, no matter what form, is always more or less sure of a certain amount of admiration coming his or her way. It is curious, that while people do not yet regard books as essential to their existence, they have some sort of deep respect for those who live their lives in the writing, production or distribution of them. Even the bookseller's assistant comes in for a certain amount of appreciation, in spite of what others say to the contrary. There is a case of a New Zealand bookseller's assistant who says that most of his customers, in so many words, are jealous of his job. Well, that is splendid. But we wonder if it is the experience of the majority of the booksellers' assistants? He adds "Though working in a bookshop is not generally what it is thought to be—sitting down reading all day—it is more interesting than most occupations. It is a happy blending of quick and the dead. All about one are preserved the mighty minds of old, and on every hand the living move, always interesting, never boring, constantly enlarging one's outlook and, most important, intensifying one's awareness of life."

Mr. W. S. Thompson

Mr. Thompson, general sales manager and director of G. P. Putnam's Sons, New York, has been visiting London. He returned to New York a few days since.

Some Best Sellers

Quite a number of titles have been selling well lately, in spite of the fact that it is the holiday season, when most people are taking their annual vacation, either at the sea-shore, in the country, or abroad. The one book that is maintaining its extraordinary vogue is, of course, "All Quiet On the Western Front" by Erich Maria Remarque. The publishers tell us that it is not easy to keep pace with the demand, which shows no sign of decreasing. Large orders are being received from all parts of the British Empire. The books which are selling well are, among others:

"Happy Endings," Stephen McKenna.

"Dance, Little Gentlemen," Gilbert Frankau.

"The Romantic Prince," Rafael Sabatini.

"Duchess Laura," Mrs. Belloc Lowndes.

"The Missing Masterpiece," Hillaire Belloc.

"Summer Lightning," P. G. Wodehouse.

"Another Part of the Wood," Denis Mackail.

"The Davisson Case," John Rhode.

"Harlequinade: The Story of My Life," Constance Collier.

"Henry the Eighth," Francis Hackett.

"The Charm of Skye," Seton Gordon.

"The Helmers," Elissa Landi.

"The Pope is King," "Civis Romanus."

"Pansies," D. H. Lawrence.

In the Bookmarket

WITH sadness and a proper melancholy we read recently that Mr. Ziegfeld is to quit the production of revues for the less spectacular avenues of musical comedy. We were melancholy because we knew with a wisdom that was as inherent as ham and eggs for breakfast that musical comedies are musical comedies, no matter where or who, while the "Glorification of the American Girl" was somehow always distinctive in a somehow different way. However, we are heartened by a further reading, to the effect that the inimitable P. G. Wodehouse will do the book for Mr. Ziegfeld's new venture, "East is West." Incidentally, we have just heard from *Doubleday, Doran* that Mr. Wodehouse has arrived in America for the opening of his new play "Candlelight" in which Gertrude Lawrence is to be starred.

In these times with Judge Ben Lindsey promoting companionate marriage and respectable married persons with umbrellas disagreeing with fervor and indignation, *Appleton's* announcement of "What is Right With Marriage" by a Mr. and Mrs. Binkley comes as an added pillar to the shrine of "Successful Marriage." The authors in question consider marriage as an art that requires as much technique as any

artistic creation. They have even gone so far as to include rules for the technique of quarreling. Well, perhaps so. We aren't sure. ✤ ✤ ✤

John Day announces a new short-story writer in Farady Keene whose comedies of modern life "Peccadilloes" concern themselves with such major infractions of the social code as polite blackmail, murder and adultery. As long as it is a "polite" book, however, we feel that "Peccadilloes" is used in a purely Picwickian sense, and hence is quite moral. ✤ ✤ ✤

For three years Stephen Vincent Benét has been living in France. A few days ago he and Mrs. Benét arrived in New York. In tow were two children, a French nurse, twenty-eight pieces of luggage, and one small dog. A Benét establishment in America seems now certain. ✤ ✤ ✤

From Elsa Moeschlin's gay picture book, "The Red Horse." Coward-McCann

Charles Joseph Finger, adventurer and author, has been warded the $2,000 *Longmans, Green* Juvenile Fiction prize for "Courageous Companions," a tale of a young lad who sailed with Magellan on his first trip around the world. ✤ ✤ ✤

Like "All Quiet," Arnold Zweig's "The Case of Sergeant Grischa" is to make an appearance in the movies. Herbert Brenon has purchased screen rights on the story, for production as an all-talker. The procedure that obtained "Sorrel and Son," first made as a movie and now being staged as a play, will be followed with the war novel. ✤ ✤ ✤

In Minnewaukan, N. D. lives one Mary Moltke, who is advertising for sale an original copy of Mary MacLane's "The Story of Lizzie McGuire," written in 1902. Whether or not the fact of MacLane's recent death, which once again brought her into a more or less misty limelight, makes extant copies of her few books "rare," is a conjecture. But at least she is an interesting oddity. ✤ ✤ ✤

Popular legends yield rich stores of book material. We have already had much about the famous Paul Bunyan. The latest shadowy figure to be dug up out of ballad lore is "John Henry," the Paul Bunyan of the South, and the man, or mythical man, who won a race with a steam drill while driving steel in Big Ben Tunnel. Negroes at work "driving the steel on down" sing "Hammer Songs" to their superhuman hero, and the John Henry ballads form some of the richest of Negro superstition. The compiler of the saga is Guy B. Johnson. The *University of North Carolina Press* publish the book. ✤ ✤ ✤

With apologies to *Vanity Fair* we nominate for the Hall of Fame—Kate Douglas Wiggin, because; a parlor car on the "Twilight Limited" running between Detroit and Chicago has just been named in her honor; her "Rebecca of Sunnybrook Farm" has been recently translated into Roumanian. ✤ ✤ ✤

Lucy Fitch Perkins continues indefinitely with her famous "Twins" series. *Houghton Miffin* will issue this fall her next contribution, "Kit and Kat" which has to do with further adventures of the Dutch Twins. ✤ ✤ ✤

Anthony Trollope goes on forever. *The Oxford University Press* announces the addition of "The Kellys and the O'Kelleys," "Ayala's Angel," and "Cousin Henry" to the World's Classic Series of pocket editions. ✤ ✤ ✤

The Julius Rosenwald Fund has just awarded a Fellowship to James Weldon Johnson, editor of American Negro Poetry, for one year to do creative writing. Mr. Johnson will probably spend part of the year abroad. ✤ ✤ ✤

Coward-McCann announce a colorful juvenile importation from Germany in Elsa Moeschlin's "The Red Horse"—the story of Peter's wooden horse. ✤ ✤ ✤

Simon and Schuster will soon publish "The Anagram Book" by S. F. Seadler. Adherents to this gentle art are Alexander Woolcott and Heywood Broun.

In and Out of the Corner Office

AS we were reading Natalie Lincoln's thriller, "The Fifth Latch Key," the other night we were interested to note that it was dedicated "To Rutger Bleecker Jewett, whose helping hand has aided many a struggling author." A well deserved tribute to the literary editor of Appleton's who has a genius for the kind of cooperation that authors can take advantage of.

Frederic D. Lacy, widely known as Putnam's rare book expert, is well beyond the three score and ten mark, yet he had the nerve two weeks ago to take the Air-Rail route to Colorado to visit his son and grandchildren. He says the 1500 miles in the air was a joy and a thrill that few can imagine without a similar experience.

David Bramble has joined the staff of Farrar & Rinehart, having been a close friend of the members of the firm both at the Doran Company and at Garden City. He will have charge of sales and publicity departments.

Bookmen have always been good travellers and the women of the profession have the same wanderlust. Last week it was the bookseller from San José and an editor from the Womans Press who came back from Russia, and this week we hear from Marion Fiery, head of Knopf's children's department, who selected Mexico for a vacation point.

The Midwest Company of Minneapolis which is branching out from law books to general literature has secured Edward T. Allen, formerly of Longman's and lately in the Coast territory, to give them practical guidance.

Ednah Crosby Farrier, Advertising and Publicity Manager at *Lippincott's,* Philadelphia, will succeed Martha Keller as Advertising and Publicity Manager of *G. P. Putnam's Sons,* effective September 15th. Miss Farrier is spending the remainder of the summer in Europe.

Agnes Kendrick Gray, Atlanta author and poet, has been made director of the Book Shop of Rich's Atlanta department store. Miss Gray, who is a graduate of Stanford University, was official French translator for the American delegation at the disarmament conference in Washington, and is well known in Southern literary circles.

Miss Gray first became associated with Rich's, Inc., last spring, when she was director of the store's highly successful "Southern Book Exposition."

There are pitfalls for the editor in issuing any list of books, and one subscriber has called our attention to the fact that in listing the various series of books from which booksellers were drawing their supply of dollar books we had overlooked a series that was being found very suitable for such displays,—Sully's popular dollar handbooks of useful information. These titles, of which there are some thirty-five or forty, bring into the field of the dollar book practical information on a great number of subjects, and are in common demand in every shop. There should also be explanation that on the same list the A. L. Burt & Co. was dropped out as publisher of the Standard Classics in full leather and by the misprint, this well-known series by the publishers of the Home Library appeared to be credited to Jonathan Cape & Harrison Smith.

NOVEMBER 17 to 23
is
CHILDREN'S BOOK WEEK

Plans should be laid well in advance and contacts made with libraries, schools, scout organizations, etc.

Posters can be had from the Children's Book Week headquarters at the National Association of Book Publishers, 347 Fifth Avenue, New York.

BOOK WEEK, Nov. 17 to 23
A National Observance

Mr. Macrae and Book-of-the-Month

$200,000 *Suit Withdrawn After Public Letter With Retractions*

THE $200,000 libel suit against John Macrae, President of E. P. Dutton & Company, brought by the Book-of-the-Month Club last May has been dropped on receipt by the Club of a letter from Mr. Macrae withdrawing charges against the Club's methods. He had claimed that the Book-of-the-Month Club had directly influenced the jurors at the time of their selection, that the rate of the discount at which the Club purchased books had an effect on their decisions, and that the Club misled the public by their jury method. Mr. Macrae now states that he had been misled in his information in making these charges. The letter in full reads as follows:

E. P. DUTTON & Co., INC.
PUBLISHERS
286-302 Fourth Avenue
New York, N. Y.

August 23, 1929.

The Book-of-the-Month Club,
386 Fourth Avenue,
New York City:

Dear Sirs:

I am writing to you in behalf of E. P. Dutton & Co., Inc., of which I am President, and in my own behalf. I wish to advise you that, based upon investigation made since I published certain broadsides concerning the Book-of-the-Month Club, and upon information which I have since received, I am now convinced that your judges have exclusive and complete control over the selection of books for your members, free of any influence or coercion by your company's management. I am also convinced that the rate of discount upon which you purchase (as announced to the trade and generally understood by it) has never been exceeded upon any book and that the matter of discount has never influenced your Committee's selection. I am also convinced that my statement that your aim and purpose was to mislead the public was erroneous. I sincerely regret having made the statements referred to.

My views, however, on book clubs, as a method of selecting and distributing books are as stated in these broadsides except as they are qualified by the above, for I have been unable to change my opinions as I there expressed them. I wish to thank my friend, Mr. Richard F. Fuller, of the Old Corner Book Store, of Boston, at the result of whose intervention this letter is written and who is working so earnestly to bring about harmony in the book trade.

Very truly yours,
E. P. DUTTON & Co., INC.
by JOHN MACRAE, President.

Renewed contact between the two parties has been brought about by Richard F. Fuller, treasurer of the Old Corner Bookstore of Boston, who has been active in trying to find means of adjustment between the clubs and the booktrade and who felt that the existence of this suit was one of the obstacles to any program of readjustment. Through his good offices, Mr. Haas, President of the Book-of-the-Month Club, opened the case, and Mr. Macrae was persuaded to make this statement for publication. In commenting on the result, Mr. Fuller has said: "I am very happy that the suit has been settled. Both Mr. Macrae and Mr. Haas have shown a fine and sportsmanlike spirit in handling the matter in this way. I appreciate the cooperation they have evidenced in their willingness to subordinate their differences to the larger interests of harmony in the booktrade."

Mr. Macrae does not change his critical attitude toward the effect of the book clubs on the trade, and so states in his letter.

The controversy was raised early in March at the time when the Club announced that its jury selection was to be "The Cradle of the Deep" by Joan Lowell.

Dutton had submitted for consideration for that month Henry Williamson's "The Pathway." Mr. Macrae, in taking the matter up, contested that no jury of the discrimination of those connected with the Book-of-the-Month Club could have honestly intended to indicate to the public that "The Cradle of the Deep" was the best book of the month, while the advertising of the Club, he contended, had led the public to expect that that was their intention. He claimed that he was not so much arguing for his own book as taking the issue thus set forth to raise the whole question of a jury's claim to leadership. The Club in reply had stated that literary merits had never been the sole consideration of their decisions, but Mr. Macrae had argued that the evidence seemed to show that the jury was not unbiased in its conferences and that business matters were injected into the decision.

The arguments of Mr. Macrae were sent out to 500 editors over the country and widely copied. He followed this up with broadsides which brought the whole matter very prominently before the public, and, after one or two answers through the press, the Book-of-the-Month Club brought suit early in May just before the Booksellers' Convention, where Mr. Macrae had been scheduled to speak. His speech was made, and the whole convention was given up largely to a discussion of the crisis in the club program.

Up to the time Mr. Macrae had made these charges, which gained added attention by the simultaneous revelation that Joan Lowell's book was not an authentic document, the criticism against the clubs from the booksellers' point of view was more heavily directed against the Literary Guild, whose advertising copy had been so antagonistic to other methods of selling and whose emphasis on price cutting had been a feature of their sales building. In the discussion that resulted many facts of the club developments were brought out, including the fact that booksellers were paying twice as much for the same book as the Book-of-the-Month Club did and more than twice as much as the Literary Guild paid. Authors also became interested because, in the anxiety of the different authors to have the prominence of selection, royalties had gone down where many were questioning the desirability of such contracts.

As to Paper Books

CHARLES BONI points out that the specimen text from the advertising of the Paper Books organization quoted in *Publishers' Weekly* August 17th, was not verbatim (certainly unintentionally), and at his suggestion we reprint it exactly as it was used. The intention of the editor was not to question the offer made by *Paper Books* but to point out that some people were interpreting the Club's argument to mean that there were very great economies to be had by substituting paper for cloth, which seemed not according to facts. Mr. Boni believes that there can be no such misunderstanding, as they "have always emphasized the savings made possible by book club methods and not by paper bindings."

New books for only 42¢ each

Amazing offer made possible by the Paper Books, an idea utterly new to American publishing. Note free offer.

NOW, for the first time in America, you can get new books beautifully bound in paper at the remarkably low price of 42¢ each!

The Paper Books have combined the European idea of binding books in paper with the economies of the American book club plan. These economies permit even lower prices than are possible in Europe.

The plan is as simple as it is striking.

What's What in Historical Novels

Nield's Guide Now Revised and Enlarged

SINCE the palmy Victorian days of Kingsley and Reade people who dabble in literature have gone about whispering darkly that "The Historical novel is dead, quite dead!" It was an insistent rumor and because it was insistent gained an incredible amount of authority. But the timely appearance of a revised edition of Jonathan Nield's "A Guide to the Best Historical Novels and Tales," under the imprint of Macmillan, puts an end to this half-baked truth.

For not only is the new edition to this reference book much enlarged, revised and rearranged, but it also contains a section of goodly proportion devoted to the historical fiction which has appeared during the last seventeen years. Here Mr. Nield has grouped his authors under three heads,—I. English and American Novelists; II. Foreign Novelists; III. English and American Writers for the Young. Such well-known names as Eden Phillpotts, John Buchan, Sheila Kaye-Smith, Rafael Sabatini, Gertrude Atherton, James Boyd, Stephen Vincent Benét and Lion Feuchtwanger are included. Mr. Feuchtwanger's "Jew Süss," the unusual blend of Realism and Romance which he has effected therein, is perhaps one of the most conclusive proofs that the historical novel is not dead,—changed in technique perhaps, but certainly not mouldering in dust piles about the memory of Walter Scott and the indomitable Dumas.

In this new edition Mr. Nield has improved upon his annotations, laboring to make them as accurate and as detailed as the scope of a special book of this kind will permit, basing them upon a very careful examination of the actual novel described. The selections have been chosen as the best of each period of literature, "best" in the sense of being the "best of its kind." The Sections "Fifty "Representative Novels" and "Suggested Courses of Reading," included in the 4th edition have been here omitted. On the other hand an important new addition is the Subject Index now supplementing the author and title indexes. The Bibliography has been revised and brought up to date. Wisely, Mr. Nield has allowed a wide catholicity in the preparation of the lists, and has even added a supplementary list of Semi-Historical Tales.

It is interesting to note, in turning to the index, that the ten most prolific writers of historical novels are: Henry Christopher Bailey, J. A. Altsheler, Sir Walter Scott, John Buchan, Rafael Sabitini, "Majorie Bowen," Sir Arthur Quiller-Couch, Alexandre Dumas, George A. Henty and Stanley Weyman.

The U. S. Customs and "All Quiet"

THE federal customs authorities have come in for an amount of harsh criticism for their seizing of the English edition of "All Quiet on the Western Front." Perhaps the most violent and widely published castigation came from Senator Bronson M. Cutting. A recent note from Little, Brown, publishers of the American edition, brings the enlightening information that Senator Cutting has been laboring under an erroneous supposition.

The publishers state: "The English edition is refused entry by the customs authorities at our request, because its importation is in violation of copyright laws of the United States. We do not consider the complete English text of "All Quiet" obscene, lewd or lascivious. But censorship laws and post office regulations *do* exist, and having made only such changes in the American edition as seemed essential to meet the probable interpretation of these laws and regulations by the authorities concerned, we know of no reason why we should sit back and permit serious interference with its sale through illegal importation in large quantities of the unexpurgated English edition."

Megrue Prize Awarded

THE co-authors of "The Little Accident," Floyd Dell and Thomas Mitchell, have been awarded the Megrue Prize of $500 which goes each year to a play produced in New York that "makes the audience a little brighter and a little more cheered up when it leaves the theater than when it came." This play was a venture into a new field for both authors.

Obituary Notes

S. PARLETTE

S. PARLETTE, the owner of Venable's, Inc., the largest book and gift shop in Oklahoma City died on July 30. Plans are being perfected to carry on the business.

JEREMIAH WHIPPLE JENKS.

DR. JEREMIAH WHIPPLE JENKS, author of works in political economy and professor at New York University, died in New York, August 24, at the age of 72. He was born in St. Clair, Michigan, and studied at the University of Michigan, where he received the degrees of bachelor and master of arts. His work for Ph. D. was done in the University of Halle, Germany. He was president of the Alexander Hamilton Institute and author of several books well known in his field: "The Trust Problem," "Principles of Politics," "The Immigration Problem," "Business and Government," and "Science of Business."

SIR E. R. LANKESTER

SIR E. R. LANKASTER, scientist and newspaper contributor, died in London, August 15, at the age of eighty-two. He was editor of the *Quarterly Journal of Microscopic Science,* and internationally famous in marine biology, zoology, and comparative anatomy. His column "Science from an Easy Chair" was syndicated and printed all over the world. His fame came largely as the man who had made science easy for the man in the street.

Business Notes

AUGUSTA, GEORGIA.—Unicorn Book Shop is operating at 314 Jackson Street under Louise M. Marshall and Ruth C. Park with general stock, fine editions and circulating library.

BALTIMORE. — Theodora Madsen has opened a bookshop with circulating library at 3227 St. Paul Street.

BUFFALO.—Miss M. Lanigan is now manager of Wm. Hengerer Co.'s book department.

CHICAGO.—The Post Office News Company of 37 West Monroe St. is opening a new book and magazine shop in the new Daily News Building. A rental library will be operated in connection with this shop. Mr. H. H. Hess, formerly with A. C. McClurg's and Brentano's will be in charge as manager and buyer.

CHICAGO.—R and R Book Shops have been started at 111 West Washington Street by Ray C. Whittaker with general stock and circulating library. Two branches will be opened in September.

CHICAGO.—The new Steuben Book Store has opened at 192 West Randolph Street in the Steuben Building. The store was formerly Koellings, and Miss A. Linnemann and Mrs. M. Olbrich were with that firm for some years. Mr. H. Goldscheider, the other partner of the new firm, had been with Krochs in Chicago for more than five years. Every effort is being made to maintain a genuine "booklovers' atmosphere" with special emphasis laid on their English book section.

CHICAGO.—Temple Book Shop is operating at 219 South Dearborn Street in room 310 under J. W. Adair with fine editions, old and rare books, and general stock.

CLAREMONT, CALIF.—The Cactus Art and Book Shop, M. J. Trenery, Proprietor, has moved into its new and larger store at 112 Harvard Avenue, Claremont.

EAST ORANGE, NEW JERSEY.—Pickwick Shop, 467 Main Street, is out of business.

MILWAUKEE.—Edwin C. Buxbaum, old and rare books, is now located at 383 Eastwood Place.

MINNEAPOLIS.—The Book Shelf, conducted by Blanch H. Savage has just started at 403 14th Avenue. A circulating library will be the chief feature.

NEW YORK.—The personal Book Service has moved from 509 Fifth Avenue to 1640 Topping Avenue.

NEW YORK.—Guild Library has opened at 81 William Street with general stock of books and circulating library. E. L. Katz is in charge.

Change in Price

D. APPLETON & CO.

A. G. Empey, "Helluva War," from $2.00 to $2.50.

FREDERICK A. STOKES COMPANY

Sewell, "Black Beauty," new edition, reduced to $2.00.

Books for Boys and Girls

A Monthly Department

The First of a Special Series of Three Fall Issues, Cooperating with Publishers, Booksellers and Librarians in Emphasizing the All Year Round Possibilities of the Field of Selling Children's Books

Fashions in Fiction for Boys

Franklin K. Mathiews
Chief Scout Librarian, Boy Scouts of America

NOBODY follows the fashion more devotedly than a boy. Milady who must have the latest from Paris, has "nothing on him." What he wears, or doesn't wear, offers daily witness. As to his "eats"—"hot dogs" and "sundaes," in ever increasing variety, are still the vogue. In sports, golf is the newest fashion and the model airplane in handicraft. In the boy world, by one means or another, fashion's decrees are proclaimed, and woe to him who disobeys. Not different is it with his books. It is a good guess that at this hour every reading boy the country over knows that the latest thing is the airplane story.

Pee-Wee Harris, a famous Fitzhugh character

Likewise, too, it is an equally good guess that reading this latest thriller, a boy is made supremely happy. Happy as a lark, and more so, for the world has at last "caught up" with him, and his elders accordingly are less likely to accuse him of being "always up in the air." Not always, though. He seems to be because his mile-a-minute mind keeps him up-to-the-minute. More than the average adult, he knows what is going on in the world and is in hot pursuit of it, particularly knowledge of explorations, inventions and mechanics. To say that in such matters he is a "walking encyclopedia" is to do him an injustice—running is the proper word.

With such understanding of the modern boy generally prevalent, more than one incorrect conclusion will be drawn, I fear, regarding a boy's enthusiastic welcome of the newest fashion in Junior literature. Obviously, one result of a new style is that the Juvenile market almost immediately develops a "best seller," and authors find in it a new medium for their stories. When the Boy Scout book was the leader in the fashion-parade of fiction for boys, there was a veritable flood of books bearing this title. Of these, at the height of the craze and during the intervening years there has probably been sold not less than ten million copies. The authors range from Rudyard Kipling, Richard Harding Davis, John Fleming, Wilson and others, *down* to non-descript hack-writers clever enough to sell some publishers what any first-class junkman would have purchased, if at all, with misgiving. Fortunately, though, in between the two extremes, many reputable authors have written stories creditable to the art of writing and scouting alike, not-

ably: Thornton Burgess, Walter Prichard Eaton, Joseph B. Ames, William Heyliger, Irving Crump, Russell Gordon Carter, and Percy K. Fitzhugh, whose books have sold into the millions. One of Fitzhugh's characters is sufficiently well known to have a presidential candidate answer his opponents by asking, "Do you think I am like Pee-Wee Harris?"

In spite of the extraordinary success of the Boy Scout story—as popular as the Movement itself—it does not follow that a boy's interest in the latest fashions in books means "off with the old and on with the new." Ordinarily, he does not give up the old book for the new any more than he gives up his old chums for the latest addition to his "gang." For a season, the new comrade, like the new book, may be the rage, but in time a boy's interest in both subsides to normal proportions, when he returns with fresh zest and joy to old friends among boys and books.

To appreciate this fully, one must understand the relation of the new style to the old. For the most part, what happens is that the new fashion is the old style in a new dress. In a word, just as a woman's fundamental interest is in clothes rather than the passing mode, so also a boy's primary desire is for a story and, like a woman's interest in dress, inspires in him a prompt response to the latest fashion in fiction. In

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Vix: an illustration by Ernest Thompson Seton from "Wild Animals I Have Known." Scribners

Copyright C. S. S.

Jim Hawkins, every boy's hero

its new dress, too, the story is apt to be the more alluring and, like most new things, greatly heightens his emotional satisfaction. Proving, too, that while a boy in his mental attitudes is as new as today, in his emotions, he is "as old as the hills." We will properly evalute the permanent and the passing fashions in fiction for boys in proportion as we understand the influence of his emotions upon his taste for books.

Take (by way of illustration) the airplane story. The mechanics of the airplane fascinate boys, but what is it that holds spell-bound readers of this popular tale? The same old thing, of course—action, suspense, jeopardy—life is threatened. That is the "big moment" for a boy. For above all, his hero must be brave, and courage supreme is to dare death deliberately. "I like 'Black Arrow' ", writes a boy, "because I am interested in dangerous doings of men." For that reason, stories of war and chivalry, of Indians, scouts and cowboys, explorers, and wild animals, etc., have first place in a boy's affection. His interest in them is constant in spite of the passing fashion show in boys' books that seems to be more popular. The large sale of Altsheler's Indian and war stories continues unabated, and Kirk Munroe's "Flamingo Feather," having already sold 75,000 copies, still sells at the rate of 3,000 a year. "The Call of the Wild" increases each year in popularity and each of Thompson Seton's animal stories is likely to sell this year as well or better than most best sellers of the current juvenile and junior books. To be exact, "Wild Animals I Have Known"

has sold in the past ten or twelve years approximately 165,000. As for "days of old, when knights were bold," Howard Pyle's "Men of Iron" more than ever continues a favorite with a sale of from 5,000 to 6,000 copies, year in and year out. On the Scribner list there are seven of his books, the earliest in 1883, and in the last ten years 100,000 of these have been sold, though the price of most of the volumes is $3.50.

"Toby Tyler" sells better each passing year

Revealing as the above is as to the influence of a boy's emotions upon his taste for books, it tells but scarcely half the truth, the other, and larger half, I sometimes think, is a boy's consuming passion for a love story. Note, I did not say, *the* but *a* love story. The fact is, a boy is in love with himself—very, very much so. But understand this, egoistic as he is, his master passion is for the boy within himself. He does not want to be a man. Ridiculous! He wants to be a boy and act like a man. And an extra thrill is added when he wishes to show the man a thing or two, or even three—just how he would run the world, if given a chance. That chance comes to him vicariously in books that are written about boys, particularly those that tell of his wonderful exploits—inventing guns and searchlight to guard the Panama Canal; at sixteen, a world famous expert on submarines, instructing the young midshipman at Annapolis. "A pack of lies" of course—and quite that to a boy eventually. But not while he is in the "wishing stage" of his development; not while the exaggerated ego in him is just aching for expression in some great big way.

In "Cardigan" Robert W. Chambers perfectly portrays this mood of a boy. Says "Cardigan":

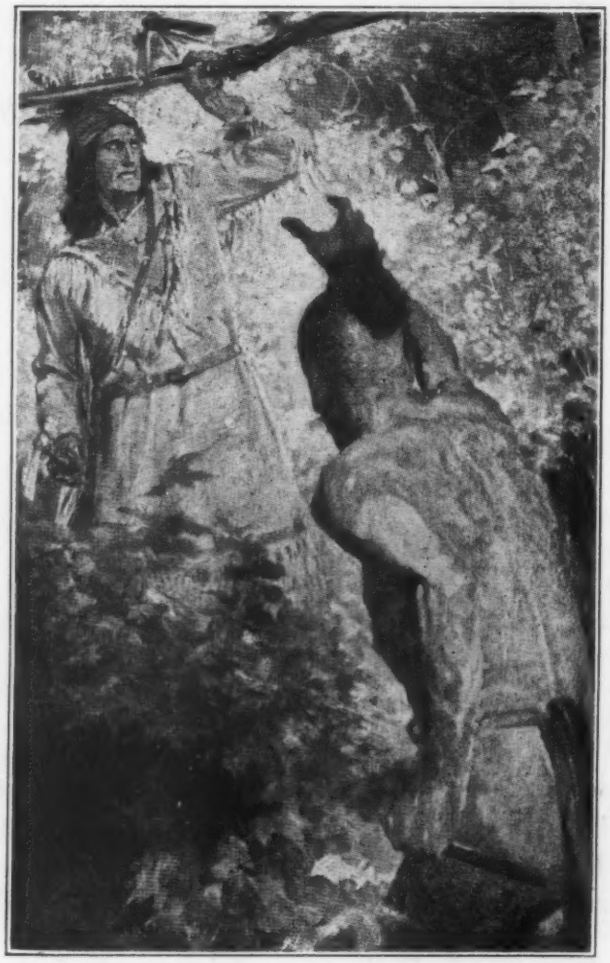
"I saw myself in a flapped coat and lace, fingering the hilt of a sword at my hip, saluted by the sentries and the militia; I saw myself riding with Sir William as his deputy; I heard him say, 'Mr. Cardigan, the enemy are upon us! We must fly!'—and I: 'Sir William, fear nothing. The day is our own!' And I saw a lad of sixteen, with sword pointing upward and one hand twisted into Pontiac's scalp-lock, smile benignly upon Sir William, who had cast himself upon my breast, protesting that I had saved the army, and that the King should hear of it."

It is this psychology of the "eternal boy" that pretty nearly guarantees that whatever the latest fashion in fiction may be, boys will go right on reading books wherein boys get their chance to play the hero part. Today, the most popular book for boys is "Treasure Island" and for its readers, mostly it is about a boy—"Jim" Hawkins. Next in popularity, comes the "Adventures of Tom Sawyer" and the "Adventures of Huckleberry Finn," selling annually an average of 40,000 copies each. And, "Toby Tyler" after selling 255,000 copies, goes on selling between 10 to 15,000 each year. As for "Hans Brinker" (non-copyright now) judged by authoritative reports, likely the annual sale is half that of "Tom" and "Huck" with whom it always keeps close company on the list of books most popular with boys. And even "Master Skylark" is not forgotten: after thirty-two years, its sale continues at the rate of 5,000 a year. Other books might be added—sufficient the number to show how succeeding generations of boys turn eventually and as naturally to such books as ducks take to water.

In presenting the influence of a boy's

emotional nature upon his taste for books, in the way of illustration, I have cited the "old favorites," showing also how these survive in spite of the latest fashion in books. With these books fresh in mind, this is a good place to say what is easily over-looked or forgotten—the old is new to the boy. Moreover, while it is true that if you want to keep up-to-date, keep up with the boy, equally true is it, as he has often heard it remarked, a boy does not know it all, particularly as regards the old, the past. And if it is true that a boy's attention is constantly being arrested by the new, equally true is it that the past pours in upon him through adult contact, particularly his parents and other mentors (often tormentors) but, in either case, eager to show the boy

"How all the good the past has had,
Remains to make our own time glad."



Every boy would know this was from an Altsheler book

I asked a Harper's representative what he thought had kept Kirk Munroe's "Flamingo Feather" selling 3,000 copies a year. His reply was instant. "From sire to son," he said. The same is true of "Toby Tyler," though more likely it is the influence of Public School and Library that accounts for the larger sale—10 to 15,000 a year.

In this connection, it is well to remind ourselves that there are fashions in fiction for boys other than those inspired by present day movements. Always, at least for a century or two, there have been two kinds of children's books: those written especially for them, and books for grown-ups made popular because adults have enthusiastically shared them with children. Latterly, there has been a new fashion in juvenile fiction due to alert publishers featuring the latter books in colored jackets and illustrations. Some of this series have sold, and continue to sell, as well or better than the annual crop of best sellers in the juvenile field.

Similarly, a new fashion has been set through the influence on sales of the annual award of the Newbery Medal. Herein is seen the influence of Children's Librarians. Booksellers there are (or used to be) who think public libraries hurt their business. The fact, as I see it, is that so far as the juvenile book business is concerned, that part of the book store would just about go out of business if the influence of the Children's Librarians by some ill chance were suddenly withdrawn. Only one thing worse could happen to the bookstore: to wake up some morning to find that the newest fad in education is to eliminate the first of the "Three R's" from the curricula of the public schools.

But I venture to foretell something more likely: in the airplane story, the latest fashion in fiction for boys, we have the possibility of another Stevenson writing a book comparable to "Treasure Island." In this newest story hero could be combined all virtues appealing to a boy. Such a knight would be gloriously unconfined; land and sea and air alike to him fields for exploits—in literal fact, high adventure. Only a Jules Verne is sufficient for such unequalled opportunity. May the coming of his successor be not long delayed!

Developing the Children's Book Department

Mable Arundel Harris

A Complete Manual of Good Practice—Planning the Shop—Arrangement—Stocking—Advertising, Direct and Indirect—Mail Order—Rental Libraries—Year-Round Promotion

Introduction

WISE merchants realize that their promotional plans are not sufficiently extensive if they are drawing to themselves only the adult members of their territory. They know, if they are to continue to develop, that they must make their establishment attractive to children. This is not only because a child influences his family's immediate purchasing decisions, or because whatever concerns a child becomes of interest to that child's family and friends, but because the children of today are the buyers of the coming years.

Mable Arundel Harris

There are many ways of capturing the interests of children, but perhaps the best way of making children imaginatively *aware* of an institution, of capturing and then *holding* their interest, is through a properly managed children's book department. Such a department has the power of effecting a metamorphosis in the minds of the entire junior community, changing their idea of the store from "just a place where things are sold" to a veritable fairyland to which they feel welcome, and in which they come to feel a kind of ownership.

The children's book department, offering as it does almost unlimited opportunities for novel and effective promotional programs, is as well an excellent medium for making the community and the store itself child conscious. Not only is this desirable for the community but the response to it is reflected throughout the institution. It is reflected in the department alone especially in the increased business done by every department handling children's clothing and equipment.

Since all thinking persons and every serious club or study group recognizes the value of books in the education of children, a well stocked and properly managed children's book department is assured a sympathetic support. Through such a book department the merchant may work for the best interest of children with all the constructive forces in the community, nor need he be any the less sincere in his effort because he recognizes the value of the good will of these persons and these groups, or

that the children's book department, rightly handled, can be made to carry not only its overhead, but pay a profit.

The Children's Bookseller

The Children's Bookseller, in the opinion of many experienced booksellers, is perhaps the most important factor in determining the department's success. Not only should she have a knowledge of bookselling methods and procedure; an acquaintance with children's literature and the general literature adopted by them; but she should be aware of the difference in the technique in selling books to and for them and in selling books to and for adults. Children like certain books rather than others that seem equally desirable to the undiscerning grown-up. The children's bookseller should know why. She should know the ideals of educators, and have a knowledge of what the schools and the public libraries have done and are doing to further better reading among children, and of the contribution to this end by the publishers in establishing finer standards in illustration and in book making.

It goes without saying that the children's bookseller should have a sincere sympathy for and an understanding of children. To merely like children is not enough. She should have at least an elementary knowledge of child psychology. She should recognize in her every attitude toward children that they, as well as adults are individuals, that though they may lack words to express their resentment, they nevertheless do resent intrusion and patronage. The children's bookseller should know good selling practice and realize that an "approach" through personalities only makes children self-conscious. If she knows all this she will know that the best way to create a natural relationship between an adult and a child is through a mutual interest, and she will know that a child soon detects whether that interest is truly mutual or whether it is merely an adult effort to reach him.

A true friendliness of manner and a sincere desire to share book enthusiasms are perhaps more vitally necessary to the bookseller specializing in the selling of children's books than to the bookseller dealing with mature persons who most frequently have their book enthusiasms already developed. The academic attitude is usually to be deplored but in a children's book department it would be fatal. It seems better to go to the other extreme in the use of familiar language and in manner.

It might be well for the children's bookseller daily to recall the homely adage that "sugar draws more flies than vinegar" because to a very large extent by her ability to associate in children's minds the idea of books with the idea of pleasure, of her book department with the idea of enjoyment, will she be able to draw children and their elders to her book department and so create and hold present and future customers for her establishment.

The children's bookseller must be watchful without being suspicious; she must protect both the child from temptation and the stock from careless handling and leakage. "Every child knows," we are told in "The Crock of Gold," "that every grown female person in the world has authority to wash children." Fortunately children don't seem to mind being asked to wash their hands before they look at books, especially if the request be made in a friendly, matter-of-fact tone. The book department seems a place more truly theirs when they may browse and yet exercise thought in helping to keep it tidy, and in being responsible in the handling of the books.

The children's bookseller should know in addition to all this how to merchandise her wares. Not only should she know children's books and know children, but she should be able to present books to them and their parents in such a way that her enthusiasm becomes a contagion. In every contact she should drive home the idea of the value of book ownership.

As the children's book department develops and new assistants are required, her enthusiasm and personality will need to find expression through her helpers. She must then be able to fire the, what will prove to be for the most part, untrained young women with her purpose and be able to teach them the type of salesmanship that is required. The laws of leadership are operative here as in every other instance. She will the more quickly succeed if she will work with instead of through her helpers. Wholesome and intelligent young women are quick to see the opportunity for bettering conditions of childhood as well as for self-development.

The following valuable list of books should help shorten the training period for assistants:

"Adventures in Reading" by May Lamberton Becker. Stokes.

"Realms of Gold" by Bertha Mahony," The Book Shop for Boys and Girls, Boston. Doubleday, Doran.

"A Century of Children's Books" by Florence V. Barry. Doubleday, Doran.

"Children's Reading" by Lewis M. Terman and Margaret Lima. Appleton.

"Winged Horse" by Joseph Auslander and Frank E. Hill. Doubleday, Doran.

"Children's Interests in Reading" by Arthur M. Jordan, Teacher's College Series, Columbia University.

"Winnetka Graded Book List" by Carleton Washburne and Mabel Vogel, American Library Assoc.

"What Shall We Read to the Children?" by Clara W. Hunt. Houghton, Mifflin Co.

"A Parent's Guide to Children's Reading" by Mary Graham Bonner. Funk and Wagnalls.

The public library and the N. A. B. P. can furnish a list of additional titles of books on children's reading. The N. A. B. P. frequently publishes a list of coming magazine articles on the subject which may be had for the asking. The public library can also furnish a good list of books on both child psychology and on salesmanship.

A List of Books on Retail Salesmanship

"RETAIL Advertising and Selling" by S. Roland Hall. McGraw-Hill Book Co. L924.

"Retail Selling" by James W. Fisk. Harper & Brothers, 1916.

"The Human Side of Retail Selling" by Ruth Leigh. D. Appleton and Co., 1921.

"Fundamentals of Salesmanship" by Norris A. Brisco. D. Appleton and Co., 1918.

"Training the Retail Clerk to Sell Your Product," Ruth Leigh. McGraw-Hill Book Co., 1927.

*"Salesmanship Applied," by Paul W. Ivey. A. W. Shaw Co., 1926.

*(Especially good.)

A List of Elementary Books on Child Study

"The Problems of Childhood," by Angelo Patri. D. Appleton & Co., 1926.

"Everyday Problems of the Everyday Child," by Dr. Douglas A. Thom. D. Appleton & Co., 1927.

"Child Guidance," Blanton and Blanton, Smiley and M. Gray. The Century Co., 1927.

Part One—Getting the Department Started

LOCATING THE DEPARTMENT

A. In the Department Store

WHERE books have not been carried at all in a department store and the proposed children's book department is planned as an entering wedge in the development of a general book department, or when it is to be developed primarily as a medium for a promotional program, the choice of the location for the department is a matter for some consideration.

The space near the toys in a department store maintaining a year-round toy department has an obvious value. There is, as well, an affinity between toys and children's books that suggests unusual promotional opportunities, and opportunity too to relate reading to the recreational idea and thus harvest a new field. The speculative may wonder how many children there are whose reading has been neglected not because of economic pressure but because books have never been interestingly presented either to them or to their parents. Two principal disadvantages in the use of this space are, a possible distraction, and the fact that the expansion requirements of both departments come at the same season.

The junior clothing departments, the Women's Waiting Room, and the Tea Room each offers an advantage as neighbor. In some stores the balcony is not cut off from the traffic and yet there is a quietness about it that is conducive to the development of the right atmosphere.

If children's books have been included in the stock of an established general book department it would seem to be wiser to

keep them as a part of the book department. In this case, even though the available space is very limited, most booksellers feel that the children's book department gains by being set apart so as to make it seem a distinctive entity. An alcove, a side room, or a space formed by the arrangement of the fixtures offer possibilities for attractive treatment. But it must not be hidden. There must be no barriers to it. It must be easy for customers to see and to get into.

B. Sub-Let Space in the Specialty Shop

Occasionally it is a practical plan to sub-let space or to obtain a concession in a specialty shop dealing largely in children's clothing, or in a furniture store, a gift shop, a beauty shop, a drug store, or in other businesses where there is a brisk family or children's trade. It should be remembered, however, that the children's book department offers more return as a medium for the institutional building program, than as a lucrative small business. A small independent children's book department or book shop is very much more apt to be a financial burden than a revenue producer.

C. In the General Book Store

The children's book department in the general book store, as with a similar department in the department store, should be inclusive but not exclusive. A side room, a back room, a balcony, even under the right conditions, the basement, all offer possibilities for the location of the proposed department.

Making the Children's Book Department Attractive

Students of childhood tell us that children are dramatic, that they like to personify and that they know their truths in symbols. Clever merchants have capitalized the idea. Since the children's book department might very properly be thought of as a place of treasure, or as the entrance to a magic land, or as a port from which to sail away or fly away to far-off places, or as any number of other interesting places, it offers a wide choice of theme to the merchant who wishes to present the book department in a dramatic manner.

The children's book department located in the basement, for instance, might be called the "Treasure Cave" or "The Pirate's Den" or "The Treasure Chest" and the entrance decorated accordingly. The stairs leading up to the book department located in the balcony might have each stair labeled, as, for the first step, "Picture Books"; for the second, "Mother Goose"; and so on to "Stories About Great Folk," or "The World We Live In." Or the stairway could be decorated with typical figures from children's literature. A book department which wishes to stress the idea of the place of books in establishing international friendships, might show children characters from foreign books; or the stairway could be lined with glass cases for (frequently changed) exhibits of interest to children and young persons.

The side or the back room might be made to simulate the candy house of fairy tale fame, or the doorway to represent an open gate to *Bookland*. The idea that "There is no frigate like a book to take us lands away," might be dramatised by a nautical looking entrance. The attractive book maps on the market are both decorative and stimulating to the youthful imagination and have the advantage of being salable.

The possibilities are endless. Each institution has conditions peculiar to itself; each has its own type of clientele. To one, the gay will appeal, to another, the gravely dignified. The point is that children appreciate symbolism and the unique attracts.

Choosing a Name for the Shop

Having chosen a theme and a scheme of decoration to express it, the name should next receive consideration as an important factor in giving character to the department. The theme, the decoration and the name should mean something to children and should include the interests of children of all ages. A too young child-like appeal will keep away the older boys and girls. For this same reason it is better to use the words "boys and girls" rather than "children." Little children, we know, aspire to the older child's interests; the older boy or girl resents inclusion with younger children.

The name should be used whenever and wherever possible,—over the entrance to the department, on a window or windows,

in the advertising, on the stationery, the booklists,—and the department be always referred to by its own name.

A Good Slogan is Valuable

Since it is expected that the slogan will express the motive or theme or character of the department authorities agree it should be chosen wisely if at all. It should be short and it should be tested to discover whether it holds possibilities for parody. Once chosen it is only valuable when it is used constantly. It should be used day in, day out. It should be on the window or windows, on the stationery, on the booklists, in the advertisements; even the sales force might use it, albeit unobtrusively, in their selling talks.

The Amount of Capital Required

This naturally varies with the conditions. It has been found that a children's book department can be fairly adequately stocked for about $3,000 net. This amount should anticipate about three and a half turnovers and the yearly gross total of about $17,500. If this amount of business cannot be confidentially expected, the initial capital should be proportioned to the amount which can. If more can be safely expected, the capital can be increased. The amount of initial capital required also somewhat depends upon the season of the opening. More capital naturally would be required in anticipation of the heavier buying months.

"The Successful Bookshop" by Frederic G. Melcher, and "Book Shop Accounts and Records," by Cedric R. Crowell, both of which are published by N. A. B. P. cover this question quite fully.

When to Open for Business

August is an excellent month in which to start the children's book department as it insures the shop being well under way by the heavier buying season. September and October are not too late if the books can be installed without delay. If an immediate turning of stock is not of paramount importance the spring months are excellent in that they allow time and a freedom for promotional programs.

The Necessary Tools of the Trade

Even the very small children's book department will need certain "tools of the trade" if the book department is to offer a proper service. The children's book department which is to be developed as part of a general book department will have access to these in the parent department. If money must be conserved it is better to do without other equipment than to attempt to run a book department without the following helps:

The Publishers' Trade List Annual, published by R. R. Bowker Co., 62 West 45th St., New York City.

The United States Catalog, published by H. W. Wilson Co.

The Cumulative Book Index, published by the H. W. Wilson Co.

The Publishers' Weekly, published by R. R. Bowker Co.

Mrs. Harris' Series of Articles for the Seller of Children's Books will be continued on September 7th

"Buying the Stock and Arranging It"

Pooh Corner, Ltd.

"ANY color so it's red," was the basic idea for the decorating of Pooh Corner, Ltd., a new bookshop opened last Thanksgiving at 325 East Colfax Avenue, Denver, Colorado.

Chinese red or lacquer red, in any case the reddest red that is, flaunts the courage of its convictions on a big swinging red sign "Books" on a bracket over the street door, on red-lined bookcases flanking the entrance, on the glass door itself—a red name outlined in gold leaf in a swinging curve.

Inside are red bookcases housing "Winnie" and "Alice" and "Mother Goose" and "King Arthur." Red pepper plants grace the red window sills and a red Pooh hangs on the wall opposite the door under Christopher Robin's picture. Brightest of all is a coal fire glowing red in the grate. The walls are a brilliant yellow that makes you believe in Colorado sunshine even on snowy days and resist that California urge. Whether the color scheme is Spanish or Chinese or Modernist or just primitive—anyway it is gay and children cry for it.

The wild colors for decoration and the burning eagerness of the proprietors to find for Billy just the book that he would like best are considered Pooh Corner's pet pro-

An Interior of Pooh Corner bookshop in Denver

motion schemes. In addition, Pooh Corner stories are sent out once a month introducing with jingles and jokes various bookish animals who help to keep Pooh Corner in youthful Denver's mind. Also, Pooh recently provided programs for the Jean Gros French Marionettes when they were brought to Denver by the Junior League. These programs mentioned a few specific books and displayed pictures of Christopher Robin and Pooh himself. Pooh likes his own picture and uses it on letterheads and stickers and business cards—always red on yellow.

The shop's wrappings are yellow tied with red ribbon, and they often go unchanged to birthday parties instead of the ribbon and tissue paper that are so hard to find at home. Pooh has a birthday list of his own with a long, beautifully spelled birthday card that is mailed out ahead of the young customer's birthday. A red and yellow balloon, or a red and yellow pencil, or a tiny pot of Pooh honey is ready at the shop for the child who remembers to bring in his card—and he generally does!

A small "lending" shelf of books dealing with child guidance and child psychology is a feature of the shop designed to attract mothers in particular.

Pooh has already grown-up, and now in addition to children's books provides grown-up books, as well as maps and cards and bridge prizes in the back room of the shop. Secretly, however, we believe that his heart is in selling children's books to adoring grandfathers and doting aunts and earnest mothers and thrilled youngsters. It is grand fun!

As to his name, Pooh admits to cold shivers when he spells it beneath the chilling eye of a telephone official or bank teller! He is perfectly unprincipled about opening mail addressed to "Mrs. Pooh" or "Miss Corner." But he stands firm in the belief that if people don't know Pooh they should, and if a chain grocery can operate as Piggly Wiggly, a bookstore—even a grown-up one—can thrive as Pooh Corner, Ltd. So far, he is doing very nicely, thank you.

A window view in Pooh Corner Ltd. Red pepper plants grace the red window sills and a red Pooh hangs on the wall

Who's Writing for the Children

A Rapid First Look At the 1929 Books

BOOK production by cooperation has made possible the travel series which Mrs. Madeline Brandeis is just issuing through Grosset with the title "Children of All Land Stories." Each book has 40 photographs taken from life and done by a Pathé expert who was collecting the material for educational films. Mrs. Brandeis went with her daughter and a photographer to countries about which she was writing stories, and the first four books that come from the press are stories of Holland, Scotland, Switzerland and our own Southwest. The preparation of the text has been underwritten simultaneously by Flanagan for schoolbooks and Grosset & Dunlap for the trade, and the result is a remarkable piece of fifty cent bookmaking, supplying a new series of illustrated stories on countries children want to know about.

Jacket design for Mukerji's "Hindu Fables," drawn by Kurt Wiese. Dutton

Ralph Barbour, dean of writers for American boys, appears in a new role on the Appleton list as the writer of an historical story, "Giles of the Mayflower," and on the same list Hildegarde Hawthorne, granddaughter of Nathaniel Hawthorne, is again leader with "The Mystery of the Star C Ranch." Hildegarde Hawthorne has made her residence in the southwest in the past few years.

Heath Robinson is supplying the illustrations for the Children's Bible which Bobbs-Merrill is bringing out, accompanying a very complete text prepared by John Stirling. And on the Cosmopolitan list we find that Walter de la Mare has a Bible for younger children called "Stories from the Bible," for which Nadejen has supplied the illustrations.

William Speyer has written an "Uncle Tom's Cabin" of the cat which has been translated from the German for Jonathan Cape and Harrison Smith, with the title of "Galahads and Pussycats."

V. M. Hillyer, Headmaster of Calvert School in Baltimore, who wrote "A Child's History of the World" a few years ago, which has been one of the standard books on bookstore counters ever since, has this year prepared through the Century Company an "Illustrated Child's Geography of the World," which will quickly find its place as a staple title. Harry Franck, whose vagabonding began some twenty years ago, enters the children's field with "Marco Polo, Jr.," in which the hero sees everything ancient and modern in the old land of China.

Wanda Gag, whose "Millions of Cats" took a top place last year, has another book on the Coward-McCann list, "The Funny Thing."

M. Benson Walker writes the new dog story for the Crowell list, "Scotty: The True Story of a Dog."

There will be new maps for home and school decoration this fall. Paul M. Paine, president of the New York Library Association, has revised editions of his "Map of Great Adventures" and "Map of America's Making" and adds to his series a "Map of the History of New York State," which he has done in cooperation with Alexander Flick, state historian. The Bowker Company, publishers of the Paine series, will also have ready the "Picture Map of France" by Harold Haven Brown, a map that covers both historical and literary France and is printed in full colors. The John Day Company adds to the map list

with a "Map of Children Everywhere" by Robert Hambridge, and "The Life of Christ in Maps" by Isabel Hunner.

The volume on "Deep Water Days" which Oliver G. Swann has edited for Macrae, Smith Company has a wealth of good material by such men as Dana, Melville, Paine, London, etc., and illustrations by N. C. Wyeth, Schoonover, Hargens, and others. Rupert Sargent Holland, who last year gave us "Historical Airships," is now telling stories of "The Sons of Seven Cities," historical pictures from American annals.

Beatrix Potter, whose name is inseparably connected with Peter Rabbit, has a new book on McKay's list, "The Fairy Caravan."

Line cut by Lois Lenski from Henry Drummond's "The Monkey That Would Not Kill." Dodd, Mead

Aviation is the topic of McLoughlin's principal offering, the "Big Aviation Book for Boys" for which Commander Byrd has written an introduction, and Oxford University Press has likewise made aviation a principal subject with "The Book of Aeroplanes" by Iseman and Jackson.

Veronica Hutchinson, bookseller of Cleveland, has added a fifth volume to her collection of children's stories, this time "Chimney Corner Poems" (Minton, Balch), and Lois Lenski has again supplied the illustrations.

Paul Fenimore Cooper has added to the imaginative geography of childhood the story of "Tal and His Marvelous Adventures in the Land of Troon" (William Morrow). Ruth Reeves has illustrated it.

Every dog lover will be interested to see that George Marsh, author of "Flash, the Lead Dog," has come through with another dog story, "The Heart of the King Dog," which Penn will have with Charles Livingston Bull's pictures.

Two new volumes of Putnam's books for boys are "Boy Scout and Grizzly Country" by Robert Dick Douglas, Jr., and "Bob North With Dog Team and Indians" by Robert Carver North, both illustrated with photographs and both by boys who have previously contributed to the Putnam series.

A story of the nation's capitol suitable for children has been written by Frances Margaret Thorpe and illustrated with many pictures. Rand McNally are to publish this under the title, "Washington, D. C., the Nation's Capital."

Rachel Field, contributor to children's delight as author and artist, has entered the field also as editor and prepared for the Scribner list "American Folk and Fairy Tales" with fifty illustrations by Margaret Freeman.

Georgine Faulkner, the well-known story lady of the radio, has collected a group of fairy stories and folklore of all nations which will be published in a large illustrated volume by Sears entitled "The Road to Enchantment."

H. G. Wells would be a contributor of distinction to any children's list, and the book that he has made with his own illustrations for Stokes is called "The Adventures of Tommy." And of equal distinction must be considered the contribution from Queen Marie, who has written for the same list "The Magic Doll of Rumania" to be illustrated by the Petershams.

Johnny Gruelle, well known for his "Raggedy Ann" books, has continued this series with "Marcella, a New Adventure of Raggedy Ann," and on the same Volland list Ottlie Amand has made a picture book for very little children to be called "The Jolly Jumble Jingles."

Alfred Loomis, for whom Ives Washburn published a good story of "Walt Henley" last year, has now a new one with

the same hero, "Walt Henley Skipper," with a background of Nantucket.

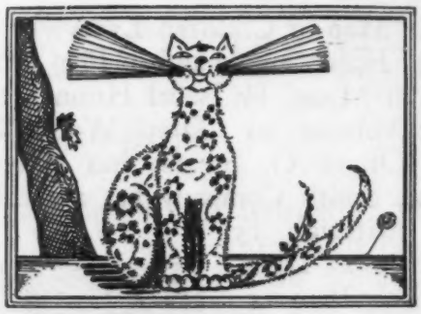
No one interprets the Boy Scout interest more acurately than Walter Eaton, who spends so much of his own time in the open, and his new book is to be "Boy Scouts of Green Mountain Trail."

Hermann Hagedorn, author of the "Boy's Life of Theodore Roosevelt," has gathered together a group of adventure stories which he calls "The Book of Courage," and Winston is to publish it in an illustrated octavo.

Kenneth Graham's "Golden Age" has been fortunate in its illustrators, and Dodd, Mead will have ready shortly a new edition illustrated by Ernest Shepard, everywhere known for his pictures for "When We Were Very Young." Mead Schaeffer now has eight titles in his color series published by Dodd, Mead, the new one being "The Three Musketeers."

Augusta Seaman, who for so many years has been adapting the mystery story idea to the interest of young people, has a book of mystery on the Doubleday, Doran list

From Hans Christian Andersen's "The Snow Queen," drawn by Elizabeth Ellender and Katherine Beverly. Dutton



One of Elizabeth MacKinstry's illustrations from "Little Book of Nonsense." Harper

this year, and Howard Pease, author of several thrillers, adds one with the attractive title, "Shanghai Passage."

Betty Nuthall, the English school girl who has been Helen Wills' nearest rival, this year, has prepared a book on "Learning Tennis" for Duffield, and the same firm has revised its "Track Athletics Up to Date."

Everett McNeil, who has steadily sustained his reputation for historical tales for boys, has added on the Dutton list "The Shores of Adventure" to his growing list. Its background is the Canadian borderland, which the author knows so well.

Oscar Wilde's fairy tales gathered together under the title, "The Fisherman and His Soul and Other Fairy Tales," is to be presented by Farrar & Rinehart to American children or their parents with illustrations by Nadejen. Farrer & Rinehart have also taken over "Skazki" with this same artist's pictures.

Carl Sandburg's "Rootabaga Country," which includes the best of the stories from earlier Rootabaga volumes, is to have delightful illustrations by Peggy Brown, and James Daugherty has supplied nearly 100 pictures for three comedies of Shakespeare issued by the same publisher, Harcourt, Brace.

Edna Millay's "Poems Selected for Young People" catches the attention of the reader of fall announcements, and the illustrations are to be by Joseph Paget-Fredericks, the young illustrator from the Coast who had an exhibit in the children's room of the New York Library a couple of years ago.

Lowell Thomas is expected to prove in his new book on "The Hero of Vincennes"

(Houghton Mifflin) that he can write as well on the historical past as on the historical present. Basil Blackwell, the distinguished Oxford bookseller and publisher, has found time, among other responsibilities, to edit "Hakluyt's Voyages for Young People," also on the Houghton list.

Evelyn Scott, author of "The Wave" and who will be remembered by all who follow children's literature as the author of "In the Endless Sands," has another book on the Holt list, "Witch Perkins," and Burton Stevenson has revised to 1929 his "Home Book of Verse for Young People," always a standard volume.

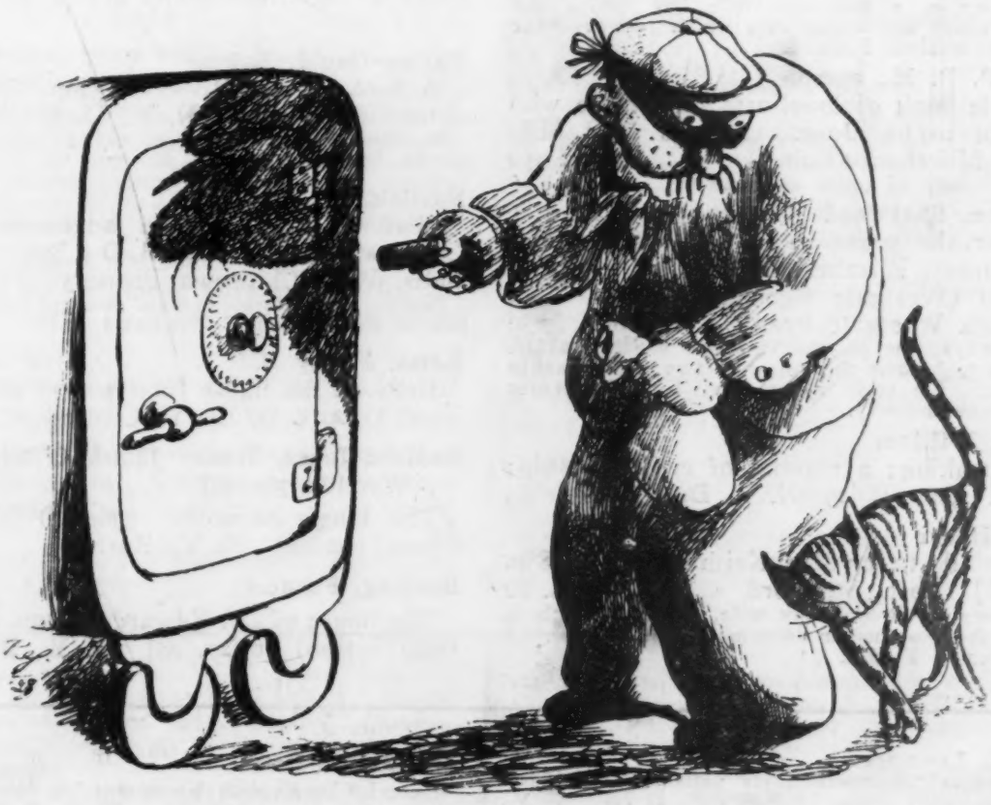
The prime favorite of three generations of French children, "Sophie" by Madame de Ségur, is a leading title on Knopf's new list for children, and the volume is illustrated by Maginel Wright Barney.

Edwin L. Sabin turns north for his new trail blazer book, and "The Klondike Partners" pictures the heroic efforts of the Klondike rush in '97 and '98. Charles Finger's prize story, "Gorgeous Companions," which is on the Longmans list, is to have illustrations by James Daugherty.

Thornton Burgess, high favorite in every list of books for children, has turned from the meadow and field to the seashore, and we have the Burgess "Seashore Book for Children" with the same thorough illustrating that marked the earlier books in this series.

Marguerite Buller supplies both text and illustrations for a striking picture book on the McBride list called "The Story of Woofin-Poofin." Miss Buller has made lavish use of gay and brilliant colors, which the publishers have most successfully reproduced.

Among the new picture books on the Macmillan list are "The Book of Ships" by Peter Gimmage and "What Makes the Wheels Go Around" by Boris Artzybasheff and Doris Bock. These will supplement "The Wonderful Locomotive" which was so great a success last year.



From Carl Sandburg's "Rootabaga Country." Illustration by Peggy Bacon. Harcourt, Brace

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbot, Charles G.
The sun; rev. ed. 431p. il. D '29 N. Y., Appleton $3.50

Ackley, Edith Flack
Marionettes. 123p. il. Q c. N. Y., Stokes $2.50
How to make marionettes of cloth and cotton and to give marionette programs. An envelope of paper patterns is pasted in the back of the book.

Adams, Mrs. Julia Davis
Vaino, a boy of new Finland. 284p. il., map O [c.'29] N. Y., Dutton $2.50
The story of a patriotic little boy during the recent Finnish Revolution into which is woven the folklore of ancient Finland.

Allan, P. B. M., comp.
A little book of loneliness; for those who are wont to be alone. 255p. S ['29] Milwaukee, Morehouse Pub. Co. bds. $1.50
An anthology of prose and verse.

Anderson, Sherwood
Nearer the grass roots, and, An account of a journey, Elizabethton [lim. ed.]. 34p. il. (col.) O (Westgate signed eds., 2) c. San Francisco, Westgate Press bds. $7.50
Two essays, one on the impulses which led Mr. Anderson to become the editor of two small weekly newspapers, the other about a visit to the center of the rayon industry.

Archer, William
Play-making; a manual of craftsmanship; new ed. 419p. D '29 N. Y., Dodd, Mead $3

Ardel, Henri
Nightfall; tr. by Mrs. Keith Murray. 288p. D [n. d.] Bost., Stratford bds. $2
The story of an unhappy wife, in whose path to freedom there seems an insurmountable barrier. A best seller in France.

Aresby, Raymond, and Aresby, Helen
The mark of the dead. 313p. D c. N. Y., Ives Washburn $2
A San Francisco newspaper man on vacation in Hawaii, decides it's up to him to find out who murdered Ruth Richard's father.

Arnold, Schuyler
Wayside marketing. 131p. il., diagrs. D c. N. Y., A. T. De La Mare $1.50

Bailey, Carolyn Sherwin
Read aloud stories for children. 215p. il. (col.) D '29 Springfield, Mass., M. Bradley $1.75

Baring-Gould, Sabine
A book of the Riviera. 320p. (bibl. footnotes) il. D [n. d.] N. Y., Dutton $3
Description and history of the French and part of the Italian Riviera.

Bartlett, William W.
History, tradition and adventure in the Chippewa Valley. 244p. il. O c. '29 Chippewa Falls, Wis., Chippewa Printery $3.50
Pioneer adventure, Indian warfare and Indian lore of this section of Wisconsin.

Bates, Fanny B.
Between the lights [new pocket ed.]. 448p. front. D '29, c. '99 N. Y., Crowell $2

Bedford-Jones, Henry James O'Brien [John Wycliffe, pseud.]
The king's passport. 336p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Beeding, Francis
The house of Dr. Edwardes. 312p. D (Copyright fiction) [c. '27, '28] N. Y., Burt 75 c.

Abel, A. Lawrence
Oesophageal obstruction, its pathology, diagnosis and treatment. 245p. il. (pt. col.) O '29 N. Y., Oxford $9

Adams, Donald Keith
Experimental studies of adaptive behavior in cats. 168p. (4p. bibl.) il., diagrs. O (Comparative psych. monographs, v. 6, no. 27) [c. '29] Balt., Johns Hopkins Press apply

App, August Joseph
Lancelot in English literature; his rôle and character. 263p. (12p. bibl.) O '29 Wash., D. C., Catholic Univ. of Amer. pap. $1

Armstrong, Louise Van Voorhis
The gold altar; a comedy in one act. 55p. diagrs. D [c. '29] N. Y., S. French pap. 50 c.

Binkley, Robert Cedric, and Binkley, Frances Williams
What is right with marriage; an outline of domestic theory. 273p. (bibl. footnotes) O c. N. Y., Appleton $2.50
Championing the institution of marriage. Written by a modern young couple, who have themselves, lived up to their theories.

Blasco Ibáñez, Vicente
The enemies of women; tr. by Irving Brown. 547p. D (Dutton dollar b'ks.) [c.'18] N. Y., Dutton $1
The temptress; tr. by Leo Ongley. 405p. D (Copyright fiction) [c.'23] N. Y., Burt 75 c.

Boguet, Henry
Discours des sourciers [lim. ed.]. 328p. D '29 N. Y., Maurice Inman $10

Brand, Max
Pillar Mountain; a western story. 314p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Brewer, John M., and others
Cases in the administration of guidance. 304p. O (McGraw-Hill vocational texts) '29 N. Y., McGraw-Hill $2.50

Broadhurst, Thomas William
Blow the man down. 356p. D c. N. Y., Dial Press $2.50
The story of a girl at sea, told by a man who knows real sea life from his own experience as a sailor.

Bronson, Francis Woolsey
The Old Nick. 337p. D (Copyright fiction) [c.'28] [N. Y., Burt] 75 c.

Brooks-Bright prize essays, 1929; introd. by John H. Finley. 143p. il. D [n. d.] N. Y., Brooks-Bright Found., 342 Madison Ave. bds. $1
The subject of these six essays, prize winners in an annual student contest is "What is the psychological effect on the national mind of great armed forces maintained ostensibly for national defense?"

Brubaker, Albert Philson
A text-book of human physiology. 865p. il. (pt. col.), diagrs. O [c.'29] Phil., Blakiston $5

Buchanan, Uriel
The dominion of mind. 83p. D [c.'29] Bost., Christopher Pub. House $1.75

Burr, Agnes Rush [Barbara Boyd, pseud.]
Neighbour India; changing days in an age-old land. 200p. front. D [c.'29] N. Y., Revell $2
A picture of India, past and present, showing the beginning of a new era.

Bynner, Witter [Emanuel Morgan, pseud.]
Indian earth. 93p. O '29, c.'23-'29 N. Y., Knopf $2.50
Poems of Mexico, New Mexico and Arizona—the author's first book of poems in three years.

Cadoux, Cecil John
Catholicism and Christianity; a vindication of progressive Protestantism. 748p. (bibl. footnotes) O '29 N. Y., Dial Press $6
Examination of Catholicism from the liberal Free-Church point of view.

Campbell, John Lyle
Face value. 335p. D (Dutton dollar b'ks) [c.'27] N. Y., Dutton $1

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]
Alice's adventures in Wonderland; il. by Willy Pogany. 192p. D [c.'29] N. Y., Dutton $2
The illustrations portray a modern Alice with bobbed hair.

Chalmers, Mrs. Margaret Rebecca Piper
April and Sally June. 310p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Chambrun, Clara Longworth, comtesse de
His wife's romance. 297p. D c. N. Y., Appleton $2
A love triangle with a background ranging from Paris to Morocco.

Chapin, Elsa, and Thomas, Russell
A new approach to poetry. 202p. (bibl.) O [c.'29] Chic., Univ. of Chic. Press $2
How to teach students to appreciate and understand the principles of the art of poetry.

Connell, Richard
The mad lover. 263p. D (Copyright fiction) [c.'26, '27] N. Y., Burt 75 c.

Converse, Mrs. Berthae Harris
Little Kin Chan. 101p. il. (col. front.) S [c.'29] N. Y., Friendship Press $1.25
The adventures of a little Japanese girl told for children from 6 to 9.

Cournos, John, comp. and tr.
Short stories out of Soviet Russia. 217p. D [c.'29] N. Y., Dutton $2.50
With foreword and biographical introductions by the translator.

Cram, Ralph Adam, ed.
American church building of today. 296p. il., diagrs. F '29 N. Y., Architectural Bk. Pub. Co. $16.50

Crosbie, Mary
Rekindled fires. 312p. D [c.'29] N. Y., Sears $2.50
A daughter of English aristocracy revolts against the narrowness of class distinction and falls in love with a farmer's son.

Barbee, Lindsey
Ten days before the wedding; a play for female characters in three acts. 112p. diagr. D. (Baker's royalty plays) [c.'29] Bost., W. H. Baker pap. 50 c.

Bement, Alburto
Illinois coal; a non-technical account of its occurrence, production and preparation. 112p. il. maps. diagrs. O '29 [Urbana, Ill., State of Ill., Dept. of Registration & Educ.] apply

Burbach, Rev. J. H., comp.
The Catholic religion; illustrated and explained for the child and convert [2nd ed.]. 183p. il. O [c.'29] West Allis, Wis., Author, 577 63rd Ave. pap. apply

Carpenter, Mrs. Clara Rowena Schmidt
Good food habits for children. 7p. il. O (U. S. Dept. of Agri, leaflet no. 42) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc, pap. 5 c.

Conference of Supervisors of the Northeastern States
Some essential viewpoints in supervision of rural schools. 87p. O (U. S. Bur. of Educ. bull. no. 3) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Cook, Mrs. Katherine Margaret O'Brien
Salaries and certain legal provisions relating to the county school superintendency in the United States. 22p. O (Rural school leaflet no. 45) ['29] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Cuccia, Francis P.
Simplified Italian grammar. no p. O [c.'29] Brooklyn, N. Y., Carlisle Press, 151 Rockaway Ave. $1.25; pap. $1

Dau, W. H. T.
Law and gospel. 426p. O '29 St. Louis, Concordia Pub. House $2.50

Davis, Franklyn Pierre, comp.
Anthology of newspaper verse for 1928. 137p. D '29 Enid, Okla., Author bds. $2.50

Deibler, Frederick S.
Principles of economics. 552p. il., diagrs. O '29 N. Y., McGraw-Hill $3

Delteil, J.
Porcelain junk [fiction]. 126p. D (Golden dragon lib.) '29 N. Y., Dial Press $2.50

Detzer, Karl W.
The broken three. 318p. D [c.'29] Ind., Bobbs-Merrill $2
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Human factors in cotton culture; a study in the social geography of the American south. 357p. (16p. bibl.) maps (pt. col.) O (Univ. of N. C., social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press $3

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Adolescent worship, with emphasis on senior [high school] age 203p. (bibls.) D [c. '29] N. Y., Revell $1.50

Villari, Pasquale
The life and times of Niccolò Machiavelli; tr. by Linda Villari [new ed.]. 1082p. (bibl. footnotes) front. O [n. d.] N. Y., Scribner buck. $4

Wadsley, Olive
Traceries. 313p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Wallace, Edgar
The daffodil murder. 305p. D (Copyright fiction) [c. '21] N. Y., Burt 75 c.

Walter, Alexia E., and Walter, H. C.
The patriot. 360p. D (Dutton dollar bks.) [c. '28] N. Y., Dutton $1

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The other shepherd; a tale of the first Christmas among the shepherds of Bethlehem. 83p. il. S [c. '29] N. Y., Abingdon $1

Weber, Herman C., D.D.
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West, Willis Mason
A history of the American nation; an interpretation of achievement. 934p. il. O '29 N. Y., Ronald Press $6

Whitlatch, Marshall
Golf for beginners—and others [new and cheaper ed.]. 338p. il. diagrs. D '29 c. '10, '23 N. Y., Macmillan $1.25

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Some American humorists. 260p. (bibls.) S (Nelson's English ser.) c. N. Y., Nelson $1.25
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World's best short stories of 1929 (The); foreword by Paul Palmer. 310p. D '29 c. '28, '29 N. Y., Minton, Balch $2.50
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Wright, Harold Bell, comp.
Long ago told; legends of the Papago Indians. 306p. il. O c. N. Y., Appleton $2.50
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The Nationalist program for China. 116p. D c. New Haven, Conn., Yale $1.50
Based on a series of talks given by the author, who is minister to the United States from China, at the Williamstown Institute of Politics, last year.

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The great apes: a study of anthropoid life. 671p. (24p. bibl.) il. Q c. New Haven, Conn., Yale buck. $10
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Old and Rare Books

Frederick M. Hopkins

THE concluding sale at Sotheby's in London which extended over five days, July 29th to August 2nd inclusive, brought a total of £16,622. American dealers and collectors had to pay well for the books that they wanted, and this was quite right, for generally they were satisfied only with the best. One lot comprised 49 volumes, all containing the signature of William Cowper, the poet, dated 1797, with his bookplate in most of them and his crest stamped in gilt on the back, and brought £310. Among other items of general interest were Burke's copy of Fielding's "Miscellanies," 1743, £75; Jane Austen's "Pride and Prejudice," 1813, first edition, £155; Sir Richard Steele's "The Procession: A Poem on Her Majesty's Funeral," 1695, £95; Lord Byron's "The Bride of Abydos," 1813, inscribed in the handwriting of the author to the Duchess of York, £300; Shelley's "The Cenci," 1819, first edition in half Russia, £105; Keat's "Lamia," 1820, first edition in the original boards, uncut, £440; Kipling's "In Black and White," Allahabad, first edition in the original wrappers, £33; Hardy's "Tess of the D'Urbervilles," 1891, £120; Shaw's "An Unsocial Socialist," 1887, in original cloth, £45; Wilde's "The Ballad of Reading Gaol," with presentation inscription, £98; Galsworthy's "Villa Rubein," 1900, £60; and Johnson's "Dictionary of the English Language," 1755, first edition, £195. These figures fairly represent the general range, although there were exceptions when high records were made.

ONE of the many surprisingly high prices brought by modern first editions, in this concluding sale, was Charles Reade's "The Cloister and the Hearth," 4 vols., original cloth, which fetched £430, A. J. Scheuer, rare book dealer of this city, being the buyer. Although one of the greatest historical novels in the English language, it is by no means rare. "Most of the London booksellers," says the London *Times,* "would have been glad to get a £5 note for a copy within recent years, and it may be questioned if it is the scarcest of Charles Reade's novels." The first recorded price in the English "Book Prices Current" was sold at Puttick and Simpson's in January, 1909, for £1 15s. and the next in October, 1912, for £6 5s. In November, 1916, the author's presentation copy to his mother brought only £3 7s. 6d. at Hodgson's. Another presentation copy with the inscription "To my good friend Mr. Day" realized £20, in February, 1920. Only last year Ernest Dressel North cataloged a "fine copy" for $350. Early this year at the Kern sale a copy in the original green cloth, with the bookplate of George Evelyn Cower, sold for $1,750. Reade was among the English authors collected in this country long before English collectors were interested in his first editions, for most of the numerous autograph manuscripts of his works sold at Sotheby's in March, 1905, were bought by American agents or for American collectors. The two records this year, $1,750 in New York, and £430 in London, for good copies in the original cloth binding, will attract new attention to this great historical novel and the demand for it in the immediate future will undoubtedly be greater than the supply, although booksellers in London and elsewhere have been rummaging among their dead stock and advertising in the trade journals for other copies.

A WRITER in one of the great newspapers dwells at length on the "bull market" of the auction season now just ended in New York and London. The term applies with more or less force to every auction season since the Civil War. Practically every season has shown an upward trend during this period. Since the Hoe sale in 1911 and 1912, and especially since the close of the World War, prices on a long front—illuminated manuscripts, incunabula, Elizabethan rarities, masterpieces of the seventeenth and eighteenth centuries in English literature, first editions of the Victorian period and even of authors of our own time, autographs and manuscripts, Americana, fine typography of all periods,—all have had their enthusiastic groups of collectors who are willing to pay increasingly high prices for the right material in fair competition. There is only one explanation: increased wealth, greater interest in literature and art, larger number of collectors and vastly improved resources in interesting and serving them. When John Anderson, Jr., founded the Anderson Auction Company, more than a quarter of a century ago, he predicted just what has happened, and he was a great factor in increasing the number of collectors and their interest in rarities, because the efficiency and reliability of the present American auction system was greatly enhanced by his foresight and management.

AMONG the projects recently undertaken by Milton Halsey Thomas, curator of Columbiana, the Columbia University Museum, is a transcription of the famous Black Book, or Book of Misdemeanors, the official record of Myles Cooper, president of King's College, the original name of Columbia University, from 1771 until 1775. This record of the heinous offenses of students against the stringent regulations which President Cooper tried to enforce, was abruptly discontinued when an angry mob, incensed at the president's loyalist allegiance, stormed the college, while he was making a hasty retreat.

Much better than any other existing document, however, the Black Book casts light on the spirit of the times and the life of the American college boy during the last half of the eighteenth century. Its last entry bears the date of August 4, 1775, and is perhaps the final record of old King's College. The faculty disbanded after the flight of President Cooper and when classes were again resumed in 1784 the institution bore the obviously more democratic name of Columbia, and with this change in academic tone to something more "American" many of the college regulations had passed away forever.

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Motley, J. L. Motley's Hope, or, The Memoirs of a Provincial. 2 vols. N. Y.
National Association of Cost Accountants Year Book. 1921.
Annal Report of Archaeol. Inst. of America. 3-7, 9-10.
Executive Documents of the State of Minnesota. 1880.
American Journal of Science & Arts. 2 ser. Vol. 30, 40, 41.; 3rd ser. Vols. 7, 15, 31.
American Library Journal. Vol. 3.
Poor. Manual of Railroads of Unit. Stat. Vol. 38. 1905.
Proceedings of Amer. Academy of Arts & Sc. Vols. 1-3, 23.
Proceedings of Annual Meetings of Board of Supervising Inspectors of Steam Vessels. 1878; 1882.
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Index to Juvenile Books, Fall, 1929

Announcements of New Publications from July 1st Listed by Author, Title, Illustrator, and Series

A. B. C. book. Eulalie. $1 Platt & M.

Abbott, Elenore Plaisted. *See* Sabin, E. H.

Abbott, Jane. Black flower. Il. by J. C. Sax. $2 Lippincott

Abby in the Gobi. Choate, F. $2 McBride

Ackley, Edith Flack. Marionettes. il. $2.50 Stokes

Action, imitation and fun ser. 12 titles. ea. 60 c. McKay

Activities books. *See* Dixon, Rachel Taft.

Adams, Agnes. Jesus of Nazareth. 12 col. il. by W. H. Margetson. $2 Oxford

Adams, Eustace L. Andy Lane on the wings of flame. 50 c. Grosset & D.

Adams, Frank. Frank Adams' picture books ser. Il. by author. ea. $1 Dodge
New titles: Babes in the woods—Hansel and Gretel—Little Jack Spratt—Old Dame Trot and her pig—Old Mother Hubbard—Sing a song of sixpence—Three little pigs.

Adams, Frank. Beautiful book of nursery rhymes. Il. by author. $5 Dodge

Adams, Julia Davis. Vaino. Il. by Lempi Ostman. $2.50 Dutton

Adams, Kathleen, and Atchinson, Frances. There were giants. Il. by Lois Lenski. $2 Dodd, M.

Adams, Peter. Card castles. il. $2.50 Brentano's

Adolescent worship. Verkuyl, G. $2 Revell

Adventure boys and the island of sapphires. Thompson, A. 50 c. Cupples & L.

Adventures of a brownie. Craik, D. M. 60 c. Winston

Adventures of Andris. Jacobi, E. P. $2.50 Macmillan

Adventures of Galley Jack. Hill, H. $1 Harper

Adventures of Maya the bee. Bonsels, W. $3 A. & C. Boni

Adventures of Pinocchio. Collodi, C. $5 Macmillan

Adventures of three little pigs. Moe, L. $1.50 Longmans

Adventures of Tommy. Wells, H. G. $2 Stokes

Aesop, Fables of. Whitman

Aesop, Twenty-four fables of. L'Estrange, R. $2.50 Dutton

Aesop's fables. Il. by Nora Fry. $1.50 McKay

Air, men, and wings. George, L. $3.50 McBride

Alanna. Crew, H. C. $2 Harper

Albania, Pran of. Miller, E. C. $2 Doubleday Doran

Alcott, Louisa M. Aunt Jo's scrap-bag. New ed. 26 il. by Beatrice Stevens. $2 Little, B.

Alcott, Louisa M. Little women. (Every child's lib.) il. 60 c. Saalfield

Aldin, Cecil. White puppy book. Il. by author. $1.25 Oxford

Aldis, Dorothy. Jane's father. Il. by Margaret Freeman. $2 Minton, B.

Aldrich, Thomas Bailey, tr. Story of a cat. Re-issue. il. $1.75 Houghton M.

Alexander, Elsie M. Sunnybrook ser. col. il. ea. 35 c. Burt
New titles: Speedy, the fox.—Daffy, the polecat.

Alexander the great. Scott, G. $1 Macmillan

Alfau, Felipe. Old tales from Spain. Il. (part. col.) by Rhea Wells. $2 Doubleday Doran

Alice in elephantland. Bradley, M. H. $2.50 Appleton

Alice in wonderland. Carroll, L. $2; ltd. ed. $10 Dutton

Alice's adventures in wonderland. Carroll, L. $1 Macmillan

Alice's adventures in wonderland. Carroll, L. $3.50; $7.50 Macmillan

All about pets. Bianco, M. $2 Macmillan

All about story book. Gruelle, J. B. $1.50 Cupples & L.

All around the town. Flack, M. $2 Doubleday Doran

All-holidays book of Jane and John. Dennis, C. G. $2.50 Marshall Jones

All the king's trumpets. Gate, E. M. $2 Yale

Allee, Marjorie Hill. Susanna and Tristram. Col. il. by Hattie Longstreet Price. $2 Houghton M.

Alphabet book (Ser. III). col. il. 10 c. Saalfield

Ameliaranne and the monkey. Heward, C. $1.50 McKay

Amend, Ottlie. Jolly jungle jingles. (Volland juvenile class. ser.) Col. il. by Eleanor Barté. $2 Volland

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Bryant, Sara Cone. Gordon in the great woods. col. il. $1.25 Houghton M.
Bryson, Charles Lee. Tan and Teckle. (Comrade ser.) Il. by Charles Livingston Bull. 60 c. Revell
Buckskin book for buckskin men and boys. Beard, D. $3.50 Lippincott
Budden, John. Further adventures of Jungle John. 84 il. by H. J. P. Browne. $2.50 Longmans
Buddy ser. *See* Garis, H. R.
Bufano, Remo. Pinocchio for the stage. Il. by the author. $2 Knopf
Bufano, Remo. Show book of Remo Bufano. Il. by author. $2.50 Macmillan
Build it with scissors put-together story book. Lenartz, E. $1.50 Gabriel
Builder of the dam. Heyliger, W. $1.75 Appleton
Building a model railroad. Coolidge, A. S. $2 Macmillan

Built-upon house. Heath, J. F. $1.50 Whitman

Bull, Charles Livingston. See Bryson, C. E.; Diven, R. J.; Marsh.

Bullard, Marion. Cow next door. Il. by the author. $2 Dutton

Buller, Marguerite. Story of Woofin-Poofin. Col. il. by author. $2 McBride

Bummer's circus. Starkey, R. $2 Duffield

Burd, Clara M. *See* Dickens, C.; Edgeworth, M.

Burdekin, Kay. Children's country. 8 col. il. by Beth Krebs Morris. $2.50 Morrow

Burgess, Thornton W. Burgess seashore book for children. 48 il. (part col.) $3 Little, B.

Burleigh, Louise. Story of the theater. 30 il. by Ben Kutcher. (City and country ser.) $1.25 Harper

Burtis, Thomson. Rex Lee: night flyer. 50 c. Grosset & D.

Burtis, Thomson. Russ Farrell over Mexico —Russ Farrell, Airman—Russ Farrell, test pilot—Russ Farrell, circus flyer—Russ Farrell, border patrolman. (Dollar junior ser.) ea. $1 Doubleday Doran

Busy day. Tobias, B. $2 Dutton

Busy-work for boys and girls. (no. 738) 50 c. Saalfield

Butler, Ellis Parker. Dorna, or the Hillvale affair. il. $2 Houghton

By a way they knew not. Harrison, M. B. 60 c. Revell

Cabbages and peanuts. Boyd, H. 75 c. Saalfield

Calvin, Jack. Square-rigged. 5 il. by Mahlon Blaine. $2 Little, B.

Camp, Ruth Orton. Story of markets. 40 il. by Elmer Hader. (City and country ser.) $1.25 Harper

Campbell, Helen C. Children of the world ser. ea. 75 c. McKay

Titles: Story of little Metzu, the Japanese boy—Story of little Jan, the Dutch boy —Hopi, the cliff dweller—Wah Sing, our little Chinese friend—Story of little Konrad, the Swiss boy.

Campbell, Lang. Merry Murphy. 40 il. 65 c. Volland

Candlestick, The. Bianco, M. W. $2 Doubleday Doran

Candy box. Stewart, A. B. $1.25 McBride

Cannon, Cornelia James. Pueblo girl. Il. by Olive Rush. $2 Houghton M.

Capper cousins. Carroll, A. L. $1.50 Sears

Captain Bib. Berger, J. $2 Henry Holt

Captain, The. Pier, A. S. $2 Penn

Capuana, Luigi. Italian fairy tales. Il. by Margaret Freeman. $2.50 Dutton

Card castles. Adams, P. $2.50 Brentano's

Carmack, Paul. *See* Gill, M. S.

Carmella commands. Ball, W. S. $2 Harper

Carpenter, E. B., Captain. Blocking of Zeebrugge. il. $2.50 Houghton M.

Carroll, Alice Lee. Capper cousins. 40 il. by Phyllis Britcher. $1.50 Sears

Carroll, Gladys Hasty. Cockatoo. Il. by Robert Crowther. $2 Macmillan

Carroll, Lewis. Alice's adventures in wonderland. Miniature ed. $3.50; $7.50 Macmillan

Carroll, Lewis. Alice's adventures in wonderland. Il. by John Tenniel. (Little lib.) $1 Macmillan

Carroll, Lewis. Through the looking-glass. Il. (part col.) by Gertrude A. Kay and John Tenniel. (Stories all children love ser.) $1.50 Lippincott

Carroll, Lewis. Through the looking-glass. Miniature ed. $3.50; $7.50. Macmillan

Carroll, Lewis. Willy Pogany's Alice in wonderland. il. $2; ltd. ed. $10 Dutton

Carter, Russell Gordon. Patriot lad of Old Saratoga. il. $1.50 Penn

Carter, Russell Gordon. Red Gilbert's floating menagerie. il. 50 c. Penn

Carter, Russell Gordon. Red Gilbert's flying circus. il. 50 c. Penn

Case, John F. Banners of scoutcraft. il. $2 Lippincott

Casserley, Anne. Roseen. 20 il. by author. $1.50 Harper

Cat in grandfather's house. Grabo, C. H. $1.50 Laidlaw

Cautley, Helen. Pussios and the purr. Il. by Mary Bonham. $1.50(?) Carrier

Cease firing. Hulbert, W. $1.50 Macmillan

Chad of Knob Hall. Garis, H. R. $2 Little, B.

Chaffee, Allen. Winning hazard. il. $1.75 Century

Champlin's young folks' cyclopedia. Macveagh, L., ed. $6 Henry Holt

Chandler, Anna Curtis. Story lives of master artists. 19 il. $2.50 Stokes

Chandler, Anna Curtis. Voyage to treasure land. 100 il. (part col.) by Hazel de Berard. $2.50 Harper

Charm string. Bacon, A. F. $2 Page

Charskaya, L. A. Little Siberian. $2 Henry Holt

Chase, Josephine. Green jade necklace; Mark of the red diamond. (Crime stories for young people.) ea. 50 c. Penn

Chatterbox. 1930. $2.50; $1.75 Harper

Chatterton, E. Keble. Through sea and sky. 4 il. by Alfred Krakusin. $1.75 Lippincott

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Cheyney, Garnett. *See* Perrault, C.

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Children, meet the birds. Hyde, M. K. $2 Stratford

Children of all lands stories. Brandeis, M. ea. 50 c. Grosset & D.

Children of Odin. Colum, P. $2.25 Macmillan

Children of the border. Bowles, E. S. $2 Lippincott

Children of the cave. Thompson, E. H. $2 Marshall Jones

Children of the world ser. *See* Campbell, H. C.

Children's book of celebrated legends. Bryant, L. M. $2.50 Century

Children's bookshelf ser. il. ea. $1.25 Winston
New titles: Dickens, C. Stories about children—Kingsley, C. Water babies—Wyss, J. D. Swiss family Robinson.

Children's classics. il. ea. $1.75 Macmillan
New titles: Leighton, R. Olaf the glorious—Yonge, C. Lances of Lynwood—Edgeworth, M. Simple Susan and other stories.

Children's corner. LeMair, H. W. il. $2 McKay

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Children's play-hour book. Southwold, S. $2 Longmans

Child's Bible. Stirling, J. $3.75 Bobbs-M.

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Child's geography of the world. Hillyer, V. M. $3.50 Century

Chimney corner poems. Hutchinson, V. S. $2.50 Minton, B.

Chinese children, stories of. *See* Rowe, Dorothy.

Chinese ink stick. Weise, K. $2 Doubleday Doran

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Chopsticks. Codrington, F. I. $1.25 Macmillan

Chris. Martin, M. B. $2 Four Seas

Christ legends. Lagerlöf, S. $1.75 Henry Holt

Christ, Life of: a map. Hunner, I. $2 John Day

Christmas and Christmas lore. Crippen, P. G. $2 Dodge

Christmas carol. Dickens, C. $1.75 Saalfield

Christopher Robin story book. Milne, A. A. $2; ltd. ed. $15. (Reader, $1.25) Dutton

Chumash Indians. Ewell, G. $1.80 Harr Wagner

Chute, Arthur Hunt. Crested seas. 6 il. (Dollar books for boys ser.) $1 Sears

Cinderella. Sowerby, G. $3 Oxford

Circus menagerie. Norwood, E. P. $1.50 Doubleday, Doran

City and country ser. il. ea. $1.25 Harper
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Claxton, W. J. Mastery of the air. $1.50 Dodge

Coatsworth, Elizabeth J. Sun's diary. Il. by Frank MacIntosh. $2 Macmillan

Coatsworth, Elizabeth J. Toutou in bondage. il. $2.25 Macmillan

Coblentz, Stanton A. Wonder stick. $2 Cosmopolitan

Cock and the hen. Szalatnay, Raf. D., tr. $2.50 Harper

Cockatoo. Carroll, G. $2 Macmillan

Coco the goat. Wells, R. $2 Doubleday Doran

Codrington, F. I. Chopsticks. Il. by Helen Jacobs. $1.25 Macmillan

Coffman, Ramon. Our America. 175 il. $3.50 Dodd, M.

Coit, Dorothy. Ivory throne of Persia. il. (part col.) $3 Stokes

Coleman, Satis N., and **Thorn, Alice G.** Singing time: songs for nursery and school. Col. il. by Ruth Hambidge. $2.50 John Day

Collins, A. Frederick. Boys' and girls' book of outdoor games. il. $2 Appleton

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Color set (no. 723). 25 c. Saalfield

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Companion ser. il. ea. $1 Saalfield
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Comrade ser. ea. 60 c. Revell
New titles: Bryson, C. E. Tan and Teckle—Harrison, M. B. By a way they knew not—Turnbull, A. S. Wife of Pontius Pilate.

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Conover, Alida. *See* Dowdall, H. G.

Converse, Berthae Harris. Little Kin Chan. $1.25 Missionary Ed. Mov.

Cooke, Arthur O. Blackbeard's boy. il. $1 Nelson

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Cooper, James Fenimore. Leatherstocking tales. $7.50 Macrae-Smith

Cooper, Paul Fenimore. Tal. Il. by Ruth Reeves. $2.50 Morrow

Cory, Fanny Y. Sonny sayings. $2 Dutton

Cosmopolitan color book ser. *See* de la Mare, W.

Courageous companions. Finger, C. J. $3 Longmans

Cow next door. Bullard, M. $2 Dutton

Cox, Stephene A. D. Young publishers. Il. by Willard C. Smythe. $1 Whitman

Cradock, H. C. Josephine books ser. Il. by H. C. Appleton. ea. $1.50 Dodge
New titles: Josephine and her doll—Josephine goes shopping—Josephine is busy—Josephine, John and the puppy—Josephine keeps school—Josephine's birthday—Josephine's Christmas party—Josephine's happy family.

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Craik, Dinah Maria. Adventures of a brownie. (Child's garden of charming books ser.) Il. by Edwin John Prittie. 60 c. Winston

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Creatures that fly. Il. by W. Vaizey. 60 c. Macmillan

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Creatures that walk. Il. by W. Vaizey. 60 c. Macmillan

Crested seas. Chute, A. H. $1 Sears

Crew, Helen Coale. Alanna. 15 il. (part col.) by Joan Esley. $2 Harper

Crew, Helen Coale. Lost king. il. $1.75 Century

Crew, Helen Coale. Under two eagles. 16 il. by Henry Pitz. $2 Little, B.

Crichton, F. E. Peep-in-the-world. Il. by Frank McIntosh. $1.75 Longmans

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Crippen, P. G. Christmas and Christmas lore. (Legend and history lib.) $2 Dodge

Criss, Mildred. Malou. Il. (part col.) by Charlotte Lederer. $2 Doubleday Doran

Crooked apple tree. Meigs, C. $2 Little, B.

Crosby, Percy. Skippy and other humor. Il. by the author. $2.50; ltd. ed. $10 Greenberg

Crowther, Robert. *See* Ashmun, M.; Carroll, G. H.

Cruise of the fisherman. Grey, R. $2 Harper

Cuming, B. Lovis. *See* Martin, D. B.

Curtis, Alice Turner. Frontier girl of Virginia. il. $2 Penn

Curtis, Alice Turner. Little maid of South Carolina. il. $1.50 Penn

Curtis, Alice Turner. Yankee girl at the battle of the wilderness. il. $1.50 Penn

Curtis, Elizabeth. *See* Choate, F.

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Custis, Eleanor. *See* Ashley, M. P.

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Daugherty, James, comp. Kingdom and the power and the glory. Il. by the author. $2.50 Knopf

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Daughter of the Seine. Eaton, J. $2.50 Harper

Daughters of the manor. Ten Eyck, M. D. $1.25 Benziger

David and the bear man. Ashmun, M. $2 Macmillan

Davidson, Gladys. Wonder tales from Greek and Roman myths. (Legend and history lib.) $2 Dodge

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Day, Maurice. *See* Orton, H. F.

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Deep water days. Swan, O. G. $5 Macrae-Smith

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Dennis, Clara G. All-holidays book of Jane and John. 16 il. (part col.) by Beatrice Stevens and author. $2.50 Marshall Jones

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Dickens, Charles. Stories about children. (Children's bookshelf ser.) Il. by Clara M. Burd. $1.25 Winston

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Dillingham, Elizabeth Thompson. Joyful stories for holidays and other days. il. (part col.) $1 Winston

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Diven, Robert Joseph. Tim Towser. Il. by Charles Livingston Bull. $2 Century

Dixie doll. Verdery, K. $1.75 Bobbs-M.

Dixon, F. W. Hardy boys: mystery of Cabin Island; Ted Scott over the jungle trails. ea. 50 c. Grosset & D.

Dixon, Rachel Taft, and Hartwell, Marion. Fun-craft book; Sew it book. Il. by the authors. (Activities books). ea. $1 Rand McN.

Dobias, Frank, il. Playbook of pirates. (Playbook series.) $2 Harper

Dobias, Frank, il. *See also* Siebe, J.

Dodge, Mary Mapes. Hans Brinker. Il. by Violet Moore Higgins. $1.50 Whitman

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Donahey, William. *See* Thompson, R. P.

Dootson, Lily Lee. Riddle book. Il. by Clarence Biers. $1.25 Rand McN.

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Dorna. Butler, E. P. $2 Houghton M.

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New titles: Little small red hen magic drawing book—Three little pigs magic drawing book.

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Doyle, Sir Arthur Conan. Micah Clark. Il. by Henry C. Pitz. $2.50 Harper

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Drake's lad. Holland, R. S. $1.75 Century

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Dudley, Carrie. *See* Justis, M.

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Dunbar, Aldis. Sons o' Cormac. Il. by Ferdinand Huszti-Horvath. $3 Dutton

Dutch tulip girl, The little. *See* Brandeis, M.

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Eastern states, a map of. Tyng, G. $2.50 Harper

Easy steps in cooking. Fryer, J. E. $2 Winston

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Eisgruber, Elsa. *See* Spin top spin.

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Eulalie, il. *See also* Piper, W.

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Field. Rachel. American folk and fairy tales. 50 il. (part col.) by Margaret Freeman. $3 Scribner
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Star myths from many lands. Renick, D. W. $1 (?) Scribner
Starkey, Robert. Bummer's circus. Col. il. by Dorothy Owen. $2 Duffield
Stay-at-home birds. Morris, M. N. $1.50 Crowell
Steele, Frederic Dorr. *See* Ball, W. S.
Stein, Evaleen. Troubadour tales. New ed. il. $1.65 Page
Sterne, Emma Gelders. Blue pigeons. Il. by Edna Potter. $2 Duffield
Sterrett, Frances R. Rusty of the High Towers. il. $1.75 Penn
Stevens, Beatrice. *See* Alcott, L. M.; Dennis, C. G.; Varble, R. M.; Stratton, C.
Stevens, W. O. Boy's book of famous warships. Il. by John F. Whiting. $1.75 McBride
Stevenson, Burton E., ed. Home book of verse for young folks. Il. by Willy Pogany. $3.50 Henry Holt
Stewart, Anna Bird. Candy box. Il. by Ruth Hambidge. $1.25 McBride
Stewart, Anna Bird. Three white cats of Avignon. Il. (part. col.) by Robert Joyce. $1.50 Doubleday Doran
Stewart, Jean. 301 things a bright girl can do. New ed. il. $2 Lippincott
Stewart, Mary. Tell me a Noah's ark story. il. $2 Revell
Stewart, Walter. *See* Brill, E. C.
Stiles, Kent B. Stamps: an outline of philately. 300 il. $3 Harper
Stillman, Mildred Whitney. Boy of Galilee. 75 c. Duffield
Stirling, John. Child's Bible. Il. by Heath Robinson. $3.75 Bobbs-M.
Stoddart, Julia T. E. Strange birds at the zoo. 48 il. (part col.) by Margaret S. Johnson. $1.50 Crowell
Stone, Kathleen P. Six-year-old's story-book. Col. il. by Florence Liley Young. $1.50 Lothrop
Storey Manor. Eliot, E. C. $1 Doubleday Doran
Stories about children. Dickens, C. $1.25; $1.75 Winston
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Stories children love. Welsh, C. $1.50 Dodge
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Sube Cane. Partridge, E. B. $1 Penn
Summer songs with music. Barker, C. M. $1.25 Dodge
Sunbonnet babies' A B C book. Grover, E. O. $1 Rand McN.
Sunny books ser. il. ea. 65 c. Volland
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Sunnybrook ser. *See* Alexander, E. M.

Tomlison, Paul G. Flag and country ser. ea. 50 c. Barse
Titles: Bob Cook with the German spy—Bob Cook and the German air fleet.
Tommy and Jane and the birds. Semple, D. $1.50 Saalfield
Tommy Dane of Sonora. Day, A. G. $1.75 Century
Tomson's Hallowe'en. Baker, M. $2 Duffield
Topaz seal. Heal, E. $1.50 Laidlaw
Toutou in bondoge. Coatsworth, E. J. $2.25 Macmillan
Toyland tales. Strong, Mrs. H. $1 Barse
Toys' adventures at the zoo. White, G. $1.75 Macmillan
Trailing the air mail bandit. Theiss, L. E. $1.75 Wilde
Traveling shops and other stories of Chinese children. Rowe, D. $2 Macmillan
Treasure of the chateau. Lisle, C. $2 (?) Harcourt
Treasure shelf for boys and girls ser. il. ea. $1.75 Winston
New titles: Dickens, C. Stories about children.—Kingsley, C. Water babies.—Wyss, J. D. Swiss family Robinson.
Troubadour tales. Stein, E. $1.65 Page
Troubled waters. Loomis, A. F. $2 Appleton
Trowbridge, Lydia J. Betty of the consulate. Il. by Louise Clasper Rumley. $2 Doubleday Doran
Tuckaway house. Jordan, C. B. $1 Doubleday Doran
Tucker, Kate. Haunted ship. Il. by Ethel Taylor. $2 Macmillan
Turkish cousin, Our little. Wade, M. H. $1 Page
Turnbull, Agnes Sligh. Wife of Pontius pilate. (Comrade ser.) 60 c. Revell
Twenty-four fables of Aesop. L'Estrange, R. $2.50 Dutton
Twilight of magic. Lofting, H. $2.50 Stokes
Twilight tales. Beard, P. $1 Rand McN.
Twin ser. *See* Perkins, L. F.
Twinkling eye ser. col. il. ea. 25 c. Gabriel
Titles: Little white paws.—Really plain Jane.—Billy Brown's school days.—Little brown babies.
Twistum tales. Ames, E. M. $1 Rand McN.
Two brothers and their friends. Lenski, L. $1.50 Stokes
Two children in old Paris. Slaughter, G. $1.50 Macmillan
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Two-in-one painting book. il. 50 c. McLoughlin
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Two years before the mast. Dana, R. H. $1.50 McKay
Tyng, Griswold. Map of the eastern states. (col.) $2.50 Harper
Tyng, Griswold. *See also* Hawkes, C.
Tyrrell, Mabel L. Chestnut Court. 16 il. by Marie Lawson. $2 Harper
Uncle Tom's Cabin. Stowe, H. B. $3 Coward-McCann
Under two eagles. Crew, H. C. $2 Little, B.
Vain pussy cat and other picture stories. Moe, L. $1 Coward-McCann
Vaino. Adams, J. D. $2.50 Dutton
Van Derveer, Helen. Little Slam Bang. 40 il. (Sunny book ser.) 65 c. Volland
Van Everen, Jay. *See* Baruch, D. W.
Varble, Rachel M. Girl from London. 6 il. by Beatrice Stevens. $2 Little, B.
Verdery, Katherine. Dixie doll. Il. by Winifred Bromhall. $1.75 Bobbs-M.
Verkuyl, Gerrit. Adolescent worship. $2 Revell
Verrill, A. Hyatt. Gasoline engine book for boys. 100 il. by the author. $2 Harper
Vincent, Andrew M. *See* Fox, F. M.
Violet fairy book. Lang, A. $1.50 Longmans
Virginia, Frontier girl of. Curtis, A. T. $2 Penn
Volland juvenile classics ser. il., ea. $2 Volland
New titles: Amend, O. Jolly jungle jingles.—Gruelle, J. Mother Goose parade.
Von Chamisso, Adelbert. Wonderful hustory of Peter Schlemihl. Il. by John Anthony Gincano. $2 McKay
Voyage to treasure land. Chandler, A. C. $2.50 Harper
Wade, Mary Hazelton. Boy who dared. (William Penn). $1.75 Appleton
Wade, Mary Hazelton. Our little German cousin. il. (Little cousin ser.) $1 Page
Wade, Mary Hazelton. Our little Turkish cousin. New ed. il. (Little cousin ser.) $1 Page
Waite, Helen Elmira. "Icicle" melts. il. $1.50 Lothrop
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Walt Henley, skipper. Loomis, A. F. $1.75 Ives Washburn
Ward, Lynd. *See* Swift, H. H.
Ward, Lynd and McNeer, May. Prince Bantam. Il. by Lynd Ward. $2.50 Macmillan
Warde, Margaret. K. Blake's way. $1.75 Appleton
Warmuth, Jeanette. *See* La Prade, E.
Warner, Frank A. Bob Chase big game ser. ea. 50 c. Barse
New titles: Bob Chase with the big moose hunters—Bob Chase after grizzly bears—Bob Chase in the tiger's lair.

Warne's pleasure book ser. il. ea. $1 Warne
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War-paint and powder-horn. Quinn, V. $2 Stokes

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Washington, D. C., the nation's capital. Fox, F. M. $2 Rand McN.

Water babies. Kingsley, C. $1.25 Winston

Water babies. Kingsley, C. $1.75 Winston

Water supply, Story of. Holway, H. $1.25 Harper

Watson, A. H. *See* Howard, W.; Lodge, M. B.

Waul & Dyke, Inc. Eliot, E. C. $1 Doubleday Doran

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Wells, Rhea. Coco the goat. Il. by author. $2 Doubleday Doran

Wells, Rhea. *See* Alfau, F.

Welsh, Chas., ed. Fairy tales children love. $1.50 Dodge

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Wenz-Vietor, Else. *See* Timmermans, F.

Westen, P. F. On the wings of the wind. $1.50 Dodge

Westmacott, Bernard. *See* Singmaster, E.

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What baby sees. Strang, Mrs. H. 35 c. Barse

What'll you do when you grow up? Hader, B. $1 Longmans

What makes the wheels go round. Artzybasheff, B. $2 Macmillan

Wheeler, Janet D. Billie Bradley at Sun Dial lodge. (Billie Bradley ser.) il. 50 c. Cupples & L.

Wheelwright, Rowland. *See* Scott, W.

When Father Christmas was late. Dawson, C. $3 Doubleday Doran

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When Sally sews. Curtis, H. $2 Macmillan

Where it all comes true in France. Laughlin, Betty. $2.50 Houghton M.

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White, Gwen. Toys' adventures at the zoo. col. il. $1.75 Macmillan

White, Stewart Edward. Daniel Boone, Wilderness Scout. (Dollar junior ser.) $1 Doubleday Doran

White, Trentwell Mason. Three rookies at Morton. 15 il. by Morris Pancoast. $2 Little, B.

White elephant. Faulkner, G. $1.25 Volland

White puppy book. Aldin, C. $1.25 Oxford

Whitehead, Hubert. Slings and sandals. $1 Abingdon

Whitehill, Dorothy. Joyful adventures of Polly. (Polly ser.) 50 c. Barse

White-house gang's T. R. $2.50 Revell

Whiting, John F. *See* Stevens, W. O.

Whittemore, Constance. *See* Olcott, F. J.

Wiese, Kurt. Chinese ink stick. Il. by author. $2 Doubleday Doran

Wiese, Kurt. Karoo the Kangaroo. 15 il. by the author. $1.50 Coward-McCann

Wiese, Kurt. *See also* Brooks, W. R.; Weber, L. M.

Wife of Pontius Pilate. Turnbull, A. S. 60 c. Revell

Wiggin, Kate Douglas. Birds' Christmas carol. New ed. Il. (part col.) by Helen Mason Grose. $1.50 Houghton M.

Wild white woods. Smith, R. D. $2 Dutton

Wilde, Oscar. Birthday of the Infanta. Il. by Pamela Bianco. $2; special ed. $5 Macmillan

Wilde, Oscar. Fisherman and his soul and other fairy tales. Il. (part col.) by Theodore Nadejen. $5 Farrar & Rinehart

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Wilkins, Harold T. Hunting hidden treasures. il. $3 Dutton

Williamson, Hamilton. Monkey tale. Il. part col.) by Bertha and Elmer Hader. 75 c. Doubleday Doran

Wilmot-Buxton, E. M. Stories of early England. $1.75 Crowell

Wilson, Edward A. *See* Overton, J.

Wilson, Romer, ed. Silver magic. Il. (part col.) by Violet Brunton. $2.50 (?) Harcourt

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Windywhistle. Macdonald, Z. K. $1.75 Appleton

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Wings of flame. Egan, J. B. $2 Winston

Winlow, Anna C. Our little Florentine cousin. il. (Little cousin ser.) $1 Page

Winlow, Clara V. Kitten that grew too fat. Il. (part. col.) by Inez Hogan. $1.50 Macrae-Smith

Winning hazard. Chaffee, A. $1.75 Century

Winning his knighthood. (Days of chivalry ser.) il. $2 Page

Wirries, Mary Mabel. Paula of the drift. il. $1 Benziger

Witch Perkins. Scott, E. $2 Henry Holt

With the Eagles. Anderson, P. L. $1.75 Appleton

Wolcott, Elizabeth T. *See* Tippett, J. S.

Wonder book. Thompson, R. P. $2 Reilly & L.

Wonder-book for boys and girls. Hawthorne, N. 60 c. Saalfield

Wonder city. Lenski, L. $2 Coward-McCann

Wonder stick. Coblentz, S. A. $2 Cosmopolitan

Wonder tales from fairy isles. Olcott, F. J. $2 Longmans

Wonder tales from Greek and Roman myths. Davidson, G. $2 Dodge

Wonder tales of the East. Mackenzie, D. A. $2 Dodge

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Wonderful story of science. McFee, I. N. $3.50 Crowell

Wood, Harrie. *See* Smith, S.

Wood, Rosa Aubrey. Banjo and pistols. Il. by Maginel Wright Barney. $1.75 McBride

Work and play ser. il. Macmillan

New titles: Keelor, K. Working with electricity, $2.—Showalter, H. Box book, $1.75.

Working with electricity. Keelor, K. $2 Macmillan

Wyeth, N. C. *See* Longfellow, H. W.; Swan, O. G.

Wyss, Jacob. Swiss family Robinson. (Golden books) $1.50 McKay

Wyss, J. D. Swiss family Robinson. (Children's bookshelf ser.). Il. by Frank Godwin. $1.25 Winston

Wyss, J. D. Swiss family Robinson. (Treasure shelf for boys and girls). Il. by Frank Godwin. $1.75 Winston

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Yankee girl at the battle of the wilderness. Curtis, A. T. $1.50 Penn

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Yohn, Frederick C. *See* Thomas, L.

Yonge, Charlotte. Lances of Lynwood. Il. by Marguerite deAngeli. (Children's classics.) $1.75 Macmillan

You make your own luck. Singmaster, E. $2 Longmans

Young, Ella. Tangle-coated horse. Il. by Vera Bock. $3.50 Longmans

Young, Florence Liley. *See* Stone, K. P.

Young architects. Stanley-Brown, K. $2.50 Harper

Young artist ser. 4 titles. il. ea. 5 c. McLoughlin

Young birdmen on the wing. Russell, K. $1 Sears

Young pioneers on western trails. Kneen, O. H. $2 Stokes

Young publishers. Cox, S. A. D. $1 Whitman

Young rider. "Golden Gorse." $5 Scribner

Young volunteer with Old Hickory. Knapp, G. L. $2 Dodd, M

Youth's highway and other plays. Mackay, C. d'A. $2 Henry Holt

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Forthcoming Issues

Next week Alexander Greene of Chicago will write on "Tea in a Bookshop," a custom which he has inaugurated in honor of visiting literary celebrities. Also Mable Arundel Harris will continue with the second of her series of articles on the promotion of children's bookselling.

On September 14th Franklin Watts will contribute another of his tersely practical articles in "Buying for the Circulating Library."

On September 21st Richard Fuller and Dorothea Lawrence Mann give practical suggestions toward that difficult problem of how to give first novels an adequate hearing, in a joint article, "How to Sell First Novels."

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